

COMPANY GROUPINGS

QUESTION 6: *Now I'd like to focus specifically on consumer products companies. You've already told me a lot about different characteristics of a big company. I'd like you to take the cards in this pile and consider ways that some of the companies are more like each other. Please put them in groups by characteristics, or things that they have in common.*

After you have finished, I'll ask you to explain the reason why you have grouped the companies by telling me ways companies in one group are alike and different from those in other groups.

[DO NOT ALLOW RESPONDENTS TO GROUP COMPANIES ACCORDING TO PRODUCTS]

(The companies included are: Philip Morris, Anheuser Busch, General foofs, PepsiCo, RJR Nabisco, Miller Brewing, HJ Heinz, Procter & Gamble, Lever Brothers, and Johnsonn & Johnson)

- 900 Not Familiar With These Companies - don't know these companies / don't know much about them / don't know what they do, don't know a lot about them / no familiar association with these companies / I thought it was dog products or soap or something / don't know if Pepsico is the same as Pepsi / heard of Phillip Morris, but don't know what it is / don't know what these companies are, not sure / don't know anything about these companies, least familiar to me personally / don't know who Phillip Morris is / heard of company, but can't tell you what they do / there scope and objective are least familiar / least familiar to me personally / these are the "I've heard of them, but they don't do anything for me" companies / don't know much about these companies, don't know who it is / don't know them or what they do / "I don't know that much about them" companies / not familiar with how they do business.
- 901 Big Conglomerates - a big conglomerate that has diversified into different products, such as tobacco and food products / both started out as cigarette companies and are now conglomerates / they're all conglomerates.
- 902 Diversified Companies - diversified / they are very aggressive about protecting their growth and diversifying their interests / diversified from tobacco to food companies, both RJR and Phillip Morris / holdings and a lot of different companies / more diversified / variety of products / both tobacco companies, but RJR Nabisco is not just cigarette, they make cereal and food / glorified cigarette company / RJR merged with Nabisco / Nabisco took over R.J.Reynolds / R.J.Reynolds, trying to buy up more food companies, to get away form identity with tobacco / companies that produce a lot of different products with names other than the company name / Phillip Morris owns Kraft and General Foods. Kraft bought General Foods / Phillip Morris bought Kraft out / in the same corporate group.

- 903 Big Companies - they are big, big companies / the largest of the large companies / all huge companies / very large companies / big companies / very large corporation.
- 904 Small Company - smaller company / more like family organization / begun by individuals or families / these companies seem smaller and maybe not as popular as the rest.
- 905 Powerful Companies - a lot of power / very powerful, controlling, huge conglomerate in consumer products / competitive in the world.
- 906 Companies Having Image Problems - these are having a big struggle with their image / should be spending a lot of money on public relations, raise price of product to cover it / need a good public relations department to tell me more about what they do.
- 907 Companies Not As Visual - used to see them all the time, don't see them any more. Maybe cutting down because doctors say they are bad. Don't see people smoking Phillip Morris anymore / don't hear as much about them as other companies that make cigarettes / low profile. If they are doing anything in the business world or making an intensified push, it's not heard of.
- 908 Limited Advertising / Not On TV - limited to print advertising / neither can advertise on TV / these companies don't generally advertise on TV / not familiar with their advertising / companies don't stand out as being very aggressive in advertising / I've never seen any commercial about these two / don't advertise as heavily.
- 909 Big Money Making Companies - make big money / getting rich / have a lot of marketing going on / a lot of capitol / make money / making money / have multi-billion dollar sales.
- 910 Old Well Established Company - old company / been around for a while / old established companies.
- 911 Newer Company - newer companies.
- 912 Companies Have Same Type Of Union - same type of union.
- 913 Companies Have Same Type Of Distribution - companies have same type of distribution.
- 914 Good Investment - all blue chip companies / long term investments / Mom used to have stock in it.
- 915 Would Not Invest In These Companies - would stay away from investing in these companies.
- 916 Negative Feelings Towards The Company - companies I have a low opinion of in varying degrees / a company I wouldn't have anything to do with / image to me is shadowy and esoteric and hard to understand / this is my bastard pile, Kraft is owned

by the bastards / I relate these to offending my ideas of good corporate citizens / have a negative association with this one / bad company.

- 917 Provide Jobs / Concerned About Employees - have a lot of employees / concerned about their employees / pay good wages / provide a lot of jobs.
- 918 Not Equal Opportunity Employers - bad things I've heard about these two, about equal opportunity.
- 919 Companies Not Environmentally Concerned - not ecology concerned companies / never hear about these two being into recycling / they are all pollution makers.
- 920 Companies Sponsor Sports / Recreation Programs - have common recreation type programs / companies that sponsor motor sports, either the event itself or a particular car / back concerts, sponsor.
- 921 Sponsored Old Radio Shows - they sponsored old radio shows that I heard when I was a kid.
- 922 Community Oriented / Helps People - Phillip Morris has done good things / concerned about community / constantly give resources to community, whether fiscal or spiritual sense / community oriented / good to the community / full page ads on various patriotic dates / sponsored anniversary of Columbus / contribute to the arts / support the United Negro College Fund / support the NAACP.
- 923 Do Not Help Communities - I don't hear that they do much for the community.
- 924 Company Can Not Be Trusted - the majority of the corporate statements from these companies are phoney.
- 925 People Should Be Free To Choose Products - products of choice / with all the advertising, it's still up to person to buy the product. Companies take blame for decisions individuals make / old saying "I may not agree with what you say, but I'll defend until death your right to say it" / who am I to deprive people of their rights. I agree they have a right to smoke / to each their own, but not around me.
- 926 Company Makes Good Products / Consumer Oriented - good products / dependable products / products taste good / see products bought a lot / manufacturers of products made for consumer / enjoyable products / make good products / they cover basic products needed by consumers / quality / they all make something / all very consumer conscious / geared more toward one particular group, product / companies concerned about their product / do a lot of research / promote a feeling of relaxation through their products / food products.
- 927 Well Managed Companies - management must be okay / react well to problems.
- 928 Familiar With Phillip Morris Products - I have bought Phillip Morris with the Oscar Meyer products.

- 929 Company Makes Non-Food Products - non-foods / not food companies / non-food manufacturers / wide variety of foods and non-foods / appliances, make appliances don't they? / light bulbs.
- 930 Companies Products Are Not Necessities - not necessities / don't need products to live / products more pleasure than necessities / make products we really don't need / people need jobs, but so did buggy whip makers, they had to go on to something better.
- 931 Negative Feeling Towards Companies Products - negative about their products / makes products that I don't think are good or worth anything / I don't use the stuff / don't use products / I don't buy any of their products / I never buy these, never deal with these.
- 932 Tobacco Companies / Sell Cigarettes - cigarette manufacturers make cigarettes. Cigarettes / both tobacco companies / don't know anything about them, other than cigarettes / cigarette company / cigarette company / tobacco products. Tobacco company, sell cigarettes / they probably do other things, but I relate it to tobacco / cigarettes and tobacco products / tobacco industry, associate with cigarettes / Phillip Morris is cigarettes / know Phillip Morris does cigarettes, but don't know if they do other things / makes cigarettes and other companies don't / they are involved with emphasizing the tobacco industry / sponsor use of tobacco products.
- 933 Tobacco And Alcohol Companies - I would never buy their product because of alcohol and tobacco / breweries, alcohol / make beer, cigarettes, cigars / alcohol and tobacco.
- 934 I Don't Smoke / Don't Like Tobacco Products / Companies - they are cigarette products, I don't like that / make cigarette, no smoking in my family / tobacco comes to mind, I'm sensitive to this. I don't believe they should have the product / attitude towards smoking "to each his own", but not around me / I dislike anything that is really involved with the tobacco industry / hate tobacco companies / I'm apposed to smoking / I don't smoke, don't drink beer. These have negative connotations / I hate smoking / I don't smoke and feel other people shouldn't smoke / I do not emotionally understand attachment to cigarettes / tobacco company, do not like tobacco products / I'm extremely anti-cigarette / put a frog in a pot of hot water and it will jump out, heat it up slowly and it will stay until it's dead.
- 935 Company Makes Addictive Products - addictive products, can be addictive / narcotic products / addictive product / not easy to give up smoking / don't believe people should destroy body with drugs or narcotics / promote drug type addictions.
- 936 "Sin" Companies - sin group, sinning companies / associated those with sin taxes that apply to alcohol and jobber products / these all have to do with vices, all of them promote vice.
- 937 Should Be A Law Against These Companies - should be a law against them / it's time we outlaw them, period.

- 938 Companies Are Killers / Merchants Of Death - I consider them to be death merchants / killing people, husband, father / prey on deaths of people / they are killers / tobacco industry, selling poison, number one killer / there was an out cry of four people dying from bungee jumping, in that same period of time, 1,000 people died from cigarettes. Our priorities are fouled up.
- 939 Companies Make Unhealthy / Harmful Products - products not having best interests of people in mind / I can see the damage they've done to many people / go in and target neighborhoods and destroy / destroy other peoples bodies when smoke / don't care about general public's health at all / create bad habits in people / continue to make a product everyone knows is bad for you / company's main product is a health hazard / none of them make products that are really healthy for you / product more detrimental to you than anything else / bad for health / make products that have negative impact on society / unhealthy products / in business that is harmful to general public / not concerned about health / make products harmful to humans / smoking is dangerous and harmful, causes so many problems / they don't look out for the betterment of humanity / sell and promote hazardous products / product everyone knows is bad for you.
- 940 Impact On Health Care Costs - nation has a problem with health care, think of how many dollars could be diverted elsewhere / healthier nation, would have less health insurance premiums.
- 941 Companies Do Not Accept Responsibility For Product - tobacco companies don't take responsibility for product / never promote safe driving or responsibility after drinking / know individual has a choice but wish company would do more not to promote it as the popular thing to do, too influential / hold it in lower category than other companies because they have never admitted company is responsible, or bad in any category / I dislike their whole attitude toward smoking.
- 942 Companies Accept Responsibility - responsible companies.
- 943 Deceitful Companies - they are deceptive in their practice / tobacco companies put snow job on public / they lie about things and I hate that / deceivers. Commercials say feel right, but do damage if use long enough. Happens in long time use and abuse / company not interested in providing them information on bad effects of smoking / they are a real threat, tobacco companies are still denying the real danger / when confronted with some things about cigarettes they acted negatively, instead of trying to help / fight it through the courts and say it's not bad, but know health wise, moderately bad / they should just own up to the detriments of smoking / cancer, and they are still fighting the fact that they kill people / Phillip Morris lies about things and I hate that.
- 944 Company Greedy / Only Interested In Profits - only thing interested in is profit / greedy company / Phillip Morris is more worried about dollars than about killing someone / "out to make money" companies / money changers at the temple / don't like their business practices / company not as reliable, more self-serving / very sad, for profit motive, to sell things that are harmful to health / Phillip Morris is more worried about

money than in killing someone.

- 945 Company Sends Conflicting Messages - read one company is sponsoring anti-smoking campaigns, thought that really strange. Why make product that is harmful to health? Very contradictory / it's so wrong that a company that makes cigarettes would tie to a patriotic event, contradiction in terms, oxymoron.
- 946 Companies Appealing To Youth - they are predators of youth / sponsor sports, concerts and deny they are trying to influence kids. It's like they think we are stupid / for the younger crowd, drinking and smoking.
- 947 Phillip Morris Relationship to Marijuana - Phillip Morris would grow marijuana if it would be legalized, they are gearing up for it.
- 948 Advertising - General - they spend boo-koo bucks on advertising / lot of advertising / they should decrease advertising and lower their prices / they send magazines to me that encourage smoking.
- 949 Misleading / Deceptive Advertising - I associate cigarette companies with dirty advertising. They still portray smoking as a sophistication / greedy advertising / ads encourage people to smoke, doesn't seem right / contradictory in their advertising / greedy advertising.
- 950 Advertisement Discourages Smoking In Young People - will advertise to discourage young people from smoking.
- 951 Educate Public About Effects Of Alcohol - sponsor ads and educate people about effects alcohol can have on people.
- 952 Company Gets Media Attention - constantly get a lot of press.
- 953 "Didn't Fit Any Place Else" Companies - they all didn't fit anywhere else / these two were the lost ones and I didn't know what to do with them / I don't pay much attention to them, they are either there or they're not, doesn't make any difference to me.
- 954 Had Family Member Die From Smoking - had family member die from smoking, his lungs were eaten up.

PHILIP MORRIS DESCRIPTORS

*Question 10: If someone asked you to describe Philip Morris, how would you describe them?
What do they do or make?*

01. Philip Morris Is A Successful / Respected Business - smart business / Philip Morris has high esteem with other major corporations / they are a successful business / a company that holds through the stock market / stock is good / in the top five in revenue in the country / Standard and Poors, they invest.
02. Philip Morris Is An Old Established Company - old company, been around a long time / old, stable company, in business for years / been around ever since I can remember. Ever since bellboys / they've been around a long time.
03. Philip Morris Is A Big Company - a big business, a big corporation / they are a big business / huge company / large company / I do know it's big.
04. Philip Morris Is A Conglomerate / Diversified Company - at one time they owned Entemon's / are diversified / well diversified company / large cigarette manufacturer with a large number of small companies / a diversified conglomerate with cigarettes, food, Blue Chip stock, and Dow Jones stock. One of the largest U.S. corporations / diversified / a very sound, large corporation that has good holdings / diversified company / I'm just familiar with when they bought Oscar Meyer / Kraft, Miller Brewing owned by Philip Morris / good at diversifying / biggest conglomerate in the world / a big conglomerate that makes cigarettes and owns Kraft / conglomerate / diversified like RJR.
05. Philip Morris Not As Diversified As RJR Nabisco - compared to RJR Nabisco, RJR Nabisco is diversified. I don't see Philip Morris as diversified.
06. Philip Morris Is A Tobacco / Cigarette Company - I only associate them with cigarettes / only thing I know about them is they make cigarettes / only products I can think of is cigarettes. I can't say which cigarette they make / as a tobacco company, they make tobacco products. Cigarettes, cigars, chewing tobacco / tobacco is the first thing that comes to mind / a huge tobacco company / primary products are tobacco / make different kinds of cigarettes / tobacco products / major cigarette manufacture / has a product that's wanted. Cigarette, tobacco products / they make a lot of money in the tobacco industry / tobacco company / make cigarettes / cigarettes, no / cigarette company. They make cigarettes and probably lighters. What I think of when I hear the name. Very literal on that / cigarettes is all I know / cigarette people / tobacco company and tobacco related products / primarily tobacco industry / cigars? Think of that as being their product / a large tobacco company / tied strictly to tobacco products. Know of no other business dealings / cigarettes seem associated with that name / it's still a tobacco company / tobacco processors, pipes too, cigarettes, smoking stuff / responsible cigarette company that produces cigarettes and whatever else they have / they make Marlboro.
07. Philip Morris Makes Things Other Than Cigarettes / Don't Know What It Is - larger

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holding company, don't know who they control / own a lot of other things that are not tobacco / I know Philip Morris owns other companies, but I don't know what / cigarettes, I know they make other products, but I have a mental block on it / may manufacture more than cigarettes, but I don't know / they make more than cigarettes / make cigarettes and are probably into many things, but it's all I know of / make cigarettes, but are involved with food too / have products for consumers who care and products for consumers who don't care.

08. Philip Morris Makes Other Products / Does Other Things - think they make light bulbs / think make light bulbs, all I can tell you / are they in banking and investments? / cat food / I think they do tires / do they provide car insurance?
09. I Don't Know Who They Are - heard of them, don't know what they do / not acquainted with business. When read RJ Morris was a business on the business page, I was surprised / unheard of. Even though I might not try them, I'd at least like to hear something about them / I don't know what they make. I couldn't even guess / I don't know who they are.
10. Philip Morris Has Gone To Other Countries - gone to other countries like Japan and Russia.
11. Philip Morris Was Well Known In The Past / Don't Hear About Them Anymore - company heard of long ago. Don't know what they do now / very popular in the old days. I hardly hear of them anymore / my father used to make Philip Morris / Philip Morris cigarettes are strong, but not good brands now. What was good to me then is not good to me now.
12. Philip Morris Company Is In Decline - a company in trouble / company in decline, business is losing business over time / I believe they are getting into foods because their tobacco line isn't doing as well / they acquire a lot of companies and assets in order to stay afloat / RJR and Philip Morris are big cigarette companies that have a lot of money and have another avenue. More ways to escape decline / I don't know if Philip Morris is diversified, I presume they are. Big business must realize sooner or later that tobacco comes to an end. Then have to diversify / cigarettes are no longer in style / a tobacco company that's struggling to survive.
13. Location Of Philip Morris Company - friend worked for them in Virginia / in Winston Salem, North Carolina / they used to be in Louisville. I lived in Louisville.
14. Philip Morris Catalog / Magazine - mail magazines with beautiful pictures and articles on discrimination towards smokers / they tried to sell me sailboats and everything under the sun. They sent me catalogs trying to change their image as a cigarette company, and they didn't / send you catalogs and junk mail, not a lot of information.
15. Government Money Goes To Tobacco Companies / Could Be Better Spent Elsewhere - government subsidies could be better spent for welfare of people / I'm against the government supplementing tobacco farms. We invest money in cancer research and invest money in tobacco and allow this to be in the market / I spend so much time teaching children not to smoke. Imagine if we could spend that time on literature and music.

16. Philip Morris / Deceitful / Irresponsible Company - strictly out there to make a buck / profiteering by enslaving people to their addictions / very aggressive, very greedy / it's dirty money that they use / only interested in money, money above everything else / a deceitful company / irresponsible, not take responsibility for products / continue to make money from product found to be unhealthy and habit forming, they feed upon them / a company that's more interested in profits than life / sub lowest, lowest of the low / cold, ruthless, deceitful, untruthful, cigarettes.
17. Remember Old Cigarette Commercials - had "Johnny" called for Philip Morris / tobacco company with a real he-man sitting on a horse / slick advertisements / Johnny's voice / I remember commercials from childhood / "hey Philip Morris" advertisement / the two little cigarette packs that dance with the white boots on from black and white TV. Catchy jingles on TV / can remember dwarf in the fifties "call for Philip Morris", wore a bell cap / I remember the "lucky strike" commercial.
18. Philip Morris Ads Are Low Key - you don't see much advertising, they're more low keyed in their ads.
19. Cigarette Brands Made By Philip Morris - they make Camels / they make Marlboro / make Philip Morris and Players cigarettes.
20. Philip Morris Markets An Unhealthy Product - they make cigarettes and they ought to stop / cigarettes can be an enemy / tobacco is not good for people / I quit smoking years ago, tobacco is bad for health, no good comes from it / paramount importance is they make cigarettes and I have negative feelings about them / make cigarettes that shouldn't be smoked / unhealthy, make cigarettes / make cigarettes, bad for you / cigarettes, I'm anti-smoking, tobacco is negative, nothing positive about smoking / a company that is not concerned about peoples' health / don't care to think about them, don't like smoking, wish others didn't smoke, especially the young / product brings unhappiness and tragedy / cigarettes, I don't smoke, don't like cigarette smoke / make cigarettes. Being an ex-smoker, I'm against cigarettes / bad for health / dregs of society, can't or won't say anything good about it / promotes disgusting habit / a bad connotation to that company, they give each employee one to two cartons of cigarettes a week / don't smoke so don't know if better than others / very negatively, sell cigarettes / growers could produce another product / make cigarettes, cancer causing agents / cause cancer / they still sell cancer causing agents / sell cancer causing items / not right to push product that causes cancer and other diseases.
21. Second Hand Smoke - can smell a Philip Morris cigarette in a room / a friend of mine from Kraft used to go to their meeting and it's full of smoke / second hand smoke.
22. Tobacco Kills / Killers - don't respect company because tobacco kills / a killer, they make cigarettes / dirty, filthy, rotten. Willing to kill people in order to make money / killers / kills people.
23. Rationalize Tobacco Image / Clear Their Conscience - they donate money to clear their conscience / they rationalize tobacco with good products like Kraft.
24. General Negative - controlling consumer markets / amazed they can charge as much as they do per pack of cigarettes / not a great company / can't think of one that

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qualifies / have money for lobbying / bad for environment / they introduce toxic substance and destroy things / child abusers / associate them with narcotics / legalized drug corporation.

25. General Positive - they do research / Philip Morris is interested in their communities / back concerts / provide living for some people / good company, take care of employees / good pricing of their product / good service / make good food products / good product.

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PHILIP MORRIS RATINGS

Question 15a: Why DID YOU change our rating of Philip Morris?

Question 15b: Why DID YOU NOT change your rating of Philip Morris?

117

Only buy what I want. I don't like cigarettes though.

095

Because they have more jobs and they have other things besides the negatives.

019

I see as all under umbrella, when Philip Morris acquired those companies, it acquire protection. Philip Morris I feel would not be controlled by watch because very few would wear it. Have internal controls, not let watch run lines. The first thing is to check on as an efficiency report.

164

Because I found out about them. It says that he's popular and an important business man.

076

They are trying to diversify. Maybe they have a plan for the future to stop making the cigarette.

075

As far as consumer satisfaction, the products have met my standards as far as a consumer.

166

Because now their a smaller company, I've used their products. I've been satisfied in the past and they've proved themselves by companies that have them.

010

They own different companies, and can only rate part of the company on products I'm not in favor of. They also make good food. I've never noticed on a Kraft food label that it says a division of Philip Morris. It would probably not make a difference, but I would know better about what I'm purchasing.

125

Because they only own food companies to become richer and to gain more powerful leverage to lobby in Congress for tobacco.

121

Cigarettes are a person's choice and know other products are excellent.

116

Because I'm so against cigarettes, it's a dirty habit, and it is so unhealthy.

114

Other companies don't change their image of Philip Morris. It's still a tobacco company.

115

Already knew Philip Morris was Krafts Home Company so rated Philip Morris on the basis of their other holdings.

071

Because I have a very close friend working for the company. She didn't finish high school, she's 40 years old, and she doesn't know what she's going to do.

113

It bothers me that they are a parent company of good products. I do give them credit for advertising.

126

I didn't know what type of business they were in. Recognition of the product would increase the overall opinion of them.

095

Because they have more jobs, and they have other things besides the negative.

072

I buy most of those products, and it's a reputable name.

130

I almost hate them even more now that they have additional resources to show them up. I hate the fact that they own companies that I trusted.

110

Raise strictly on food companies, not on tobacco part of company.

098

I haven't heard specifically anything negative about what those companies make, but it still doesn't make me feel any less suspicious of them.

163

Some divisions are doing good and some need to come up to speed and overcome what they need to do to reach potential. Don't want them to stop growing, and knew it was a big company and had divisions because of reading.

142

I wasn't familiar with name. I've never heard of before and didn't know he owned all these things, he must be very wealthy. He stands behind a great deal of good products, well known, popular, quality products.

080

They still make good things.

023

It doesn't make any difference in my opinion because I don't use some of the products.

043

They own all that and still have time to make great cigarettes.

086

Because I didn't know they owned Kraft, and I think Kraft is a good company.

046

I do use some of the other products.

093

Realizing now who they own, they've got a real winner with Miller.

051

When I think of Philip Morris, I still think of cigarettes.

094

He has General Foods and Kraft. Kraft is a very good company.

060

Because of my opinion of the other companies.

131

I see other companies are doing good environmental things such as sponsoring charity events and giving to the community.

024

I like General Food products, Entemans, and Oscar Meyer.

154

Because of foods I use a lot of. I think of cigarettes or beer. I use a lot of foods from the other companies. Balanced out, they have destructive things as well as healthful. It is really our choice. We don't have to buy any of it regardless of who sells it.

014

I still view them as isolated by what their name represents. If you told me they were going to donate a million dollars to Sister Teresa, I'd still give them a one.

160

Their owning all these companies doesn't affect rating. If there are, I'm not familiar with them. Sometimes when they buy out, first company goes to pot and nothing is happening that you know of.

165

The product Philip Morris itself makes, I can't use. The other products the company makes, I do use. Even though they told me positive things, it doesn't change anything, still makes cigarettes, and can't smoke. Philip Morris owns all these companies, and what does knowing that do for me? Not a lot. A company Philip Morris owns does things for me, I couldn't get through the day without Oscar Meyer.

079

I still don't know anything about it. You don't see or hear their name much.

153

All subsidiaries they own, I didn't know they owned. I bet ten to one, I won't identify self as owner of Kraft because the company has a negative rating. The only thing that Philip Morris does with subsidiaries is look a bottom line.

031

Because of them, they have good products. I would have rated them a ten from the beginning if I knew that.

083

I had no ideas that they're involved with so many companies I'm aware of. I thought they were just in the tobacco industry.

129

Knowing they are larger than I thought, but the negatives are still there.

057

I would not buy stock in Philip Morris regardless of their other companies because of all the positive of Krafts.

085

It's all a front as far as them and tobacco, I'm against them.

118

They make other products I like. It raises them some in my estimation, but not even to neutral.

017

All his companies are still intact. His companies are doing good and have survived the buy out period. I couldn't remember who they were before, I know more about them now.

064

I'm glad to see they're starting to put some of their resources into something other than cigarettes.

039

The other companies are good, and if they're related, they must be doing good somewhere.

035

All of the companies they own are good companies, and they're companies I like. They're large companies and I think they're pretty clean.

091

I think the same thing of them now as I did before.

078

It's like you rob a bank for \$100,000 and give the church \$10,000, that still doesn't make it right.

029

It means that all of these companies are doing well, and that's because of the superior managerial skills.

096

Because they own Kraft and Miller.

077

Because they include the other healthy companies.

040

I still don't like cigarettes. It's like they're the big grandpa just sitting back. Grandpa is really thinking it helps to be very successful. They do quality work, and they are very diversified. I would give their diversification effort a 10, but not them because they still make cigarettes.

124

Because of food companies we'll raise it to a five, but still think they should get rid of cigarettes.

161

I still think they are deplorable because of cigarette situation. It shook my foundation. I never associated the two together. It is because of the negative of Philip Morris, may change about Kraft. It's almost like condoning what they're doing. If I'd known I would have to think about it.

027

They should get rid of the tobacco part and concentrate on other businesses. A lot of companies do that just to grab all the companies they can. Maybe it's like the mafia where they hide behind a positive business but really do something else.

030

No point to tobacco. Why not drop it and invest in your companies that benefit other people.

097

Knowing that through these companies they produce good quality products.

025

They give people a wide variety of choice. I didn't know they owned all of the other companies with the good quality products. I thought they were just cigarettes.

053

The way they are handling their cigarette company is disturbing.

081

Because of knowing that they own certain companies. They're more diversified than I thought, and there are more jobs for the economy.

026

For all the good they do, the bad overrides it.

038

I really didn't relate Philip Morris with those other companies. Philip Morris itself I identified with tobacco. The other companies are just a conglomerate of Philip Morris.

021

I already knew that these companies were involved and they do have similar policies.

168

I didn't know about him or know he has all those things under him. He has accomplished something.

144

I became aware of valid, viable company interests. Have ability to form opinion when aware rather than cautious opinion, I respect that cautious opinion. I respect Miller effort on social drinking ability. As a teenager's parent. I feel that kind of responsibility, time to drink and not, is good to give child perspectives. The company says its not right time all of the time and I respect that.

159

Maybe because they had a beer company I gave them a 9. I don't like beer. The positive reason was Kraft, and I like Louis Rich products. Philip Morris is good. They have a lot of good companies included into it. I buy Oscar Meyer products also.

167

I love Entemans, fat free, only kidding self like Philip Morris now. It's bigger than I thought. Now knowing most companies that I like and trust, and use coupons for then. They are source and have the right ideas.

015

Kraft didn't change because it basically runs its own department. I changed Philip Morris because they're smart enough to run companies that are half-way decent.

150

It would not change it, they still make cigarettes. It makes me feel worse that they make

cigarettes because if that diversified, they don't need to make them anymore.

012

Food should boost opinion, but the cigarette manufacturing still keeps it at a three. There is not good that comes from tobacco.

142

I wasn't familiar with name, never heard it before and didn't know he owned all these things. He must be very wealthy. Stands behind a great deal of good products, well known, popular, and quality products.

056

I'm totally against cigarettes. I don't care how diversified they get. They knew sales would go down from before, so they diversified. They only diversified for corporate profits.

147

Have to move up a few because those are brands I buy and trust. I know these companies do make good products. Lower, because I think they still have tobacco. That is what is mainly associated with them.

158

I still have the feeling they don't care as much about people. You never hear about anything they do, now they're Olympic Game sponsors. I do not see them doing that.

152

Some of the products I was not aware were associated with it. It goes back to being truthful, don't go back to Kraft label and see that belong to Philip Morris. If associated with larger company then let fact be known. Some of the products from other companies have good qualities to them.

006

They peddle cigarettes and those other companies don't change that. If you would have said Philip Morris has the food companies and now would like to get rid of the cigarettes, that would change it drastically. Even if Philip Morris would do the same things that Pepsi Co. did, my rating of Philip Morris would stay the same.

062

Philip Morris to me is cigarettes and that's all I know about them. Just because I like the baby companies doesn't mean I have to like the parents.

155

They now have so many brand names under them, says big company and they know what they're doing. They know how to advertise and make their known to the public.

090

I gave them a few extra points for General Foods, Louis Rich, and Entemans is okay. They'll sell you anything from beer to nuts.

022

I like Entemans, Kraft, and General Food and I do use them.

059

I already knew they were well established.

041

I haven't heard anything about tobacco companies being honest and admitting that smoking is very dangerous. I pride myself in telling the truth, why do they argue? They know smoking is bad.

048

Knowing they didn't tell us anything about cigarettes, they lie to us about other products. Maybe they're not telling us about the MSG in the other products.

084

If they're doing all this, what the hell are they doing in the tobacco industry?

061

They still have the tobacco products, but they are more successful than I thought and more extensive. They provide more employment.

092

Now they should be ranked even lower, they have all those other things to make money off of. Just think if people lived that much longer to buy Kraft etc., they're killing their own customers.

015

I found out some of their subsidiaries are the kind of companies I feel that are positive toward the family and community.

055

In my view, I still see other companies as themselves. Philip Morris is still Philip Morris. I see it as a mere product company.

143

Because of products under umbrella. Those products I purchase on a regular basis, I feel good about, products are good and healthy for the family.

148

Need to come up to ten because they have sense enough to buy these kinds of companies. They have something to offset other job, the other companies are good so somebody must be doing something.

157

I didn't know anything about it before. The variety and different products that they are somewhat over makes me more assured with that part of the company. Some of the items I'm more confident in.

073

I have a favorable impression of what they hold. I'll bring them up to the seven of Kraft, but not up to the nine of General Foods. They must have made some wise decisions with their cigarette companies.

001

If wanted, they could do what was right. Why continue with tobacco. They could get out something bad, go for purity food or clothes. It doesn't change any more. They continued on with the way they ran companies, and they were there before Philip Morris. Only thing to improve image is to get out of tobacco.

047

I don't understand how they can do cigarettes and still be in the line of other things. It doesn't change my negative view. They are very separate ideas and making cheese doesn't cover up the fact that you're killing people.

146

The only change was for financial stability of stock market, the rest did not change. I know they had other companies before, but seen by general public as tobacco company. Even though I know these things, I too, think of them as a tobacco company.

045

I like some of the companies they own and their products.

141

It's almost a monopoly. They must be doing something right. Plus, investing could make more money on investment. If one company was not doing well, they can pick up slack with others.

049

I'm more aware of what I'm dealing with. I like all of these brands, they're familiar.

058

They still make cigarettes.

052

I now know something about them and I like the products Philip Morris owns.

082

Because I felt it was a decent mark to give all the other businesses I don't really know about.

088

Because I wasn't sure and didn't know that they owned that many companies.

036

It owns companies that are all good businesses and companies. All are name brands.

050

Because of what I know about other companies and things they make.

037

There's no reason. If I buy Kraft Cheese, I don't have to buy cigarettes. If I don't buy the cigarettes, then they don't make them. That's narrow-minded thinking.

044

I feel better about it, but they still kill their customers.

042

It broadens its interests. Cigarettes aren't as big a piece of their company as they used to be.

005

Philip Morris can do other things to make money without dealing in death. They can cut cigarette sales, and they can start spending more money in the community.

156

I knew more about it, and I've heard and use a lot of the products.

109

Subsidiaries give consumer a good product. Can't rate them higher than four though, because other products are good value for the money.

128

Eight is plenty for them. They are no perfect companies.

120

They're still a tobacco company, and I still hate cigarettes.

106

Personal image of company is still the same, a negative image. They sell product, tobacco, that has no value. It is a negative value on human life. They receive government subsidies to support a negative product.

107

If they have these other companies, they must be better than I thought. The other companies I rate very high.

074

Because now I have the knowledge that they are involved with more than tobacco.

089

I'm still going by whatever they produce in general. People would give up food for smoking. Everybody would be better off without them. We could survive without them.

002

Some redeeming factors, but doesn't change my opinions. The name Philip Morris means cigarettes.

063

So long as they're pushing tobacco, my view doesn't change.

018

I feel better knowing that they're not just a cigarette producing company, but also produce other products I enjoy.

087

Philip Morris is no longer just a cigarette company. I'm buying all these things and I'm enjoying all these things.

111

Because of the variety of well-known companies they hold.

028

I already had a high opinion of them.

123

They own other companies that make good products that are not hazardous for your health. Other companies have good public image.

119

Tobacco is still a damaging product. I still see it as a cigarette company.

127

They are a perfect example of covering up real order of their business. Let go of cigarettes and concentrate on good resources.

122

Because of cigarettes sales and beer companies, I feel it reinforces my feeling. They still aren't concerned about the health and safety of individuals if it gets in the way of making a profit.

112

It's more confusing. I thought just tobacco considered subsidiary companies to have good products.

108

Because of my attitude about smoking. Feel I'm contributing to their cigarette manufacturing and against my values. Tobacco has no redeeming value and is hazardous to health.

020

Guess I'm rating myself for using their other company products. Feel if I really stood for my beliefs against tobacco, I'd boycott them. However, like the food products, so feel damned

if I do, and damned if I don't. Feel powerless against big business.

151

I'm familiar with all other companies. Good company, stable company. I'd be more interested in investing in Philip Morris now that I know that. Philip Morris has them. I have bought products and am happy with them. Parent company is Philip Morris and cigarettes doesn't eater in much any more. I don't think label say Philip Morris, see consumer. Doesn't know Philip Morris is parent company.

145

Obviously made aware of what else they owned. Like products associated with other companies, so raised my overall rating.

149

Now realize much more diversified. The market is declining. When think of advertisement, think of Philip Morris agency. It is one of the largest ad agencies. For some reason, all I could associate with was cigarettes.

016

Didn't change much. They know a lot. Have different types of businesses. They care about public in that they do research into food products, and put out.

011 (doesn't match other questions)

Because I know a lot of companies have taken over other businesses. It just happens. Maybe they took over companies just to look better in the public eye. Kraft does not change my opinion.

013

With cigarettes, nothing good about them. Should take off market yet some of products made by company are good quality products. Some lunch meats would not be as good as others and when heard Philip Morris. Always thought as cigarette never knew made all those things, now know. Think different because not just cigarettes. It is a better company with variety of products. I use most of them.

162

Didn't know had all these companies. I'll take back negative part said about cigarette. Got some good companies there that they own. Didn't know Kraft and Philip Morris are the same.

009

Was not educated about Philip Morris's other products, companies they own. saw name brand but no aware of manufacturers. Life food products manufactured by Philip Morris, Kraft, etc.

PHILIP MORRIS - IMPROVING ITS RATING

Question 16: In your opinion, what would Philip Morris need to do to improve their rating?

162

I don't know if they could. The only way would be to stop making cigarettes, I don't mind them making other products.

145

Maybe it's just my ignorance, but I didn't even know about Philip Morris. If I was a representative I would make known my affiliation with other companies and advertise. Use labels and commercials to let consumers know. Make billboard advertisements for smoking look less cool. Still sell the product, but the advertising should deal with responsible smoking.

151

Advertise and let the public know that these companies make good products. They need to let the public know so that they are not so ignorant. They would be more inclined to invest in Philip Morris if they knew about these companies. Stockholders would know about the company, but not the general public.

144

Make people more aware of the product lines and inform them of socially responsible programs. I'm impressed with Miller and other people would be too. They should brag about those things.

020

Take the attitude of working for the good of the country. I would back them 100 percent if they stopped selling cigarettes, but nothing short of that.

009

Make consumers aware of who they are and what their other companies are. If people feel that a product is good they will continue to buy it. People are selfish. They will look past cigarette manufacturing and buy Kraft.

168

I don't know.

013

Nobody knows who they really are. Their food isn't high in sodium or cholesterol. They should concentrate on flavor. More people are health conscious now and they want healthy food. They love new light desserts.

021

Develop a product that doesn't effect those who don't use it.

016

Don't cause cancer. That would be impossible. Make sure cigarette sales are restricted to adults over 21. Try to diminish tobacco sales and distribute their employees to other

companies.

169

Change their products, don't make cigarettes, and don't kill a whole group of people. Saturate the whole neighborhood with information about the victims. Don't put them where kids will see them and then start smoking. I'm tired of the fact that the neighborhood is saturated with the selling of drugs. It didn't just happen, it was planned.

149

Associate the name with a positive advertisement. I don't see the Philip Morris name with any established products. I'm not sure, but I believe they're associated with Kraft. Just because you buy from the company doesn't mean that you're responsible for their success. Have a positive ad from Philip Morris as a corporation which entirely sponsors good will. Don't rely on other big brands. Maybe include a combined coupon for all their products. Gain points across all their products.

159

The only reason I gave them a nine instead of a ten is because they're a beer company. I don't necessarily think they should change that, but it happens to be a product which I don't prefer to use. A lot of people aren't even familiar with them. To me, Philip Morris is like a corporate business which owns all these other smaller businesses. Philip Morris isn't selling just one thing, Different companies sell their own products.

167

Give out free candy bars and get the word out that they are a company that puts out these products. We should see that they hold these other companies that consistently put out good products. We should know that these companies rate higher and have better products.

007

Kill the tobacco product companies.

150

Find another way to help people stop smoking and don't advertise to the youth who are not smoking yet. They need to diversify more. When I first smoked, I didn't know about the health hazard. They could spend money on educating people. They could research new products and advertise. Help me and others to stop smoking and don't make cigarettes.

012

Offer a free "Quit Smoking" clinic and offer a discount on a "Life Sign" computer which helps you stop smoking. Let me know that they care about me.

147

Drop the tobacco products. They could get involved with a big project like recycling or caring for the homeless. If something good came from them, I'd feel better. Put research into products other than tobacco.

143

Stop the manufacturing and distribution of cigarettes. It's kind of embarrassing to realize that

I didn't know about these things myself as an educated consumer. They're not doing a good job with marketing and advertising, but maybe the parent company doesn't matter to them. My feelings about cigarettes don't stop me from buying Kraft.

148

Let people know what they own. Cigarette companies can't advertise on television, but they should advertise. They need more public relations.

157

Publicize their name more and let it be known what they sponsor. Reach out to the public and show the different products.

159

Put more emphasis on humanitarian efforts.

155

Make catchy commercials and put some of their products on sale. Put advertisements in newspapers so that more people would want to purchase their products. Put displays in stores.

152

Make the public more aware of the other areas it's associated with. The other divisions should let people know about it. Do away with cigarettes and other products that are not conducive to good health. Labels should display the connection with the company. Let the public know they are doing things to create better health.

022

Give lectures which say that smoking does cause cancer. Don't advertise cigarettes and allow the public to give their opinions.

109

Inform the public about the other companies they are buying. Have educational programs about lung cancer and fitness.

156

Advertise more and have more television advertisements.

120

I don't know.

128

I don't know.

107

Draw attention to their products with something catchy that will catch your eye. Have more advertising.

106

Don't support political candidates and get rid of cigarettes.

089

Put research and development into a proven and tested tobacco product which is safe. Put any type of money, research, and real responsibility toward people who have suffered. Donate 50 million dollars to lung cancer research.

074

Advertise more about the products they are involved with other than the tobacco products. Women use their products and they should make it more known.

087

Strengthen their name by putting their name on all the other good companies they have. I would show all the numbers of people who they employ in a commercial. Show how they're doing their part to help the economy.

018

They have to let people know that they are a more diversified company and that they are moving away from cigarettes to other areas.

063

Concentrate on other markets and get rid of the tobacco market. Put efforts into producing things in other markets.

111

Associate their name with the other products of companies they hold.

119

Develop a free quit smoking program for people who want to quit.

123

You don't hear much about Philip Morris. They must not have a good public image. They need to be vocal about the good things and have a good public relations campaign about their good products. Get rid of their bad products.

122

Provide monetary assistance to people who have been proven to be adversely affected by their products.

127

Put money into research and development to take out the substances that are causing cancer and heart disease in smokers and people who breathe second hand smoke.

108

Don't sell cigarettes.

112

I object to cigarettes.

042

Drop cigarettes or market them ethically. Don't try to cover things up and don't try to get more smokers. The easiest way out would be to change their name.

044

Get out of the cigarette business altogether. There are plenty of other ways to make money.

037

I don't know. I'm not a name brand product buyer.

050

Associate their name with its different companies. Their name isn't very familiar.

036

I don't think they could.

088

I can't think of anything.

082

I don't know.

052

Come up with some new and different products.

058

Expand their subsidiaries and stop making cigarettes. Stop the negative advertising in the African-American community.

049

Have Kraft make no cholesterol cheese.

141

I don't know. They seem to be doing everything right.

045

Get rid of the tobacco company and stick to the other products that come from their different companies.

047

Grow a new crop like soybeans.

146

Handle the tobacco part of their business as they do Kraft. Be responsible for the product and show responsibility in the way they portray it.

057

If they can make Kraft appeal to me, then why do they have to stay in the cigarette business.

Stop making cigarettes.

085

Give the public the true facts about everything. If they're questioned with something, don't give a smoke screen. Just come straight out with the truth. If they don't come out with the truth then they lose trust and the public wonders why they're not being told.

118

Cigarettes are my "beef" with them. They should recognize the social and personal costs of what they sell. Conveyers of vice should find a way to do research about lung and heart disease and pay for it.

091

Have more educational and awareness programs that show what smoking does to your health. If you have to smoke, smoke their product, but don't smoke.

078

Be more honest and don't market the young.

029

Improving management will increase profit.

096

Try to maintain a company's individuality and expertise after they've taken them over.

077

Introduce a new, revolutionary cigarette that doesn't pollute your body, but still maintain the same flavor.

040

If I smoked, then they would go up, especially if I smoked their brand, but I don't smoke.

030

Develop a cigarette that does not produce cancer.

027

Become an honest company and don't misrepresent the facts.

161

Go out of business and don't exist. I would be pleased with them if they didn't sell the product. Take all the others with them. The problem is similar to Saddam Hussein. Wipe out one piece of garbage and then another. I don't know what would happen, but perhaps they could regroup and go on as they were. Nothing short of going away. I know it's unrealistic, but it's what I wish.

124

They could change their name. Since my childhood, Philip Morris has been cigarettes. If you want me to not focus on that then you would have to change the corporate name of Philip

Morris.

097

Advertise more that they have companies that are underneath them.

025

Quit smoking cigarettes. Make people more aware of the other product lines they carry. Make you think they make some fine products. These names have been around here for years.

053

Just be honest and don't leak deceptiveness into other companies. Sell a good product honestly.

081

Have no bad publicity and have a clean ship. They can't grow much bigger.

026

Let the world in general know the research they are doing to make healthier foods and make life better for the rest of us that don't smoke.

038

They would have to take a good percentage of the money they earn from cigarette sales and donate it to the study for the cure for cancer.

035

I think they're great.

039

Deal less with cigarettes.

017

Give me a job. Do more marketing research.

160

Quit making cigarettes and sponsor more shows on the Public Broadcasting System. Sponsor community events.

165

If they came out with a new cigarette and I knew it was theirs, I'd try it to see if it gave me a headache. If it didn't and if I could get it for less than eight dollars a carton, then I'd probably become a steady customer. If it gave me a headache then it wouldn't matter if they paid me to take them. I wouldn't take it under false pretenses.

129

Put a long term investment in communities without sticking their name all over it. Don't use it as an advertising opportunity. Have true philanthropy and don't use it as a way to sneakily get cigarettes across to the youth by getting the Philip Morris name in their eyes.

094

Let it be known that they're part of those other companies. The advertising could get better.

051

Don't promote Philip Morris more than you have. There are more anti-smokers than there are pro-smokers.

031

Nothing.

153

Change their name. Get rid of Philip Morris and RJR. They tried to change their names by using initials, but maybe they should diversify enough so that they can get out of the cigarette business.

113

Publicly apologize for selling tobacco related products and to the harm their product does. Integrate their company into the food divisions. Advertise to the youth to not start smoking. Don't make smoking seem so glamorous.

115

Agree that cigarettes are harmful and don't fight legislation to ban cigarettes. Pay for research to reduce the harmful effects. Phase out tobacco in Philip Morris. I wish they wouldn't sell cigarettes.

114

That would be hard. Sponsor a constitution tour and give as much back to the company as possible. Admit that smoking is dangerous and admit that secondhand smoke is dangerous. We would then know that you're not trying to fool us. People could decide on an honest basis. Philip Morris is now being honest too.

116

Close the cigarette branch of the company. That would be the only thing.

095

They could advertise and keep kids out of it.

126

I can't think of anything.

117

I hope they treat their employees well. Don't encourage the young to smoke and cut the tobacco advertisements. Move toward food advertisements.

164

I don't know.

076

If they stopped producing cigarettes and campaigned for other companies to do the same, cigarettes wouldn't be legal.

086

It's not well-known that they own other companies. They should make it more well-known.

023

Lower their prices for cigarettes.

142

Advertise a little more. You don't see a whole lot of Kraft. Advertise all their products as a conglomerate and say that these are all our products and they all stand for quality. They are all well-known, good tasting, easy to find, easily accessible, and popular items.

056

That would be impossible. They have to promote cigarettes.

046

Try to use a preservative other than sodium nitrate in the Louis Rich products. It's known to cause cancer.

060

They could sponsor more programs and make people aware of the other companies they are involved with. Show that they can manage these companies better than before.

075

Purchase less companies and have less control over consumer products in the world.

166

Try to improve the product. People will be more satisfied and so would I. They don't have to change totally, just the little things.

125

The only thing they could do is not sell cigarettes. They can't do anything.

121

Put out warnings that show cigarettes are hazardous to your health, more than what's currently on the packages.

072

Write their name bigger on the packages or make a special seal or symbol.

130

There's nothing they could do. Give it up.

110

All I can say is that they should drop the cigarette line.

019

Listen more. Reflect on and look back at the mistakes which have been made to see if profit or grow from getting out. Take into consideration the negative information. Use a lab to see if they could make a safe cigarette.

098

Market their products honestly and be honest with their labels.

073

Change their name. "I'm a product of Philip Morris" and the commercial with dancing cigarette boxes are tied to the name Philip Morris in my mind. Unless they change the name they aren't going to change my impression.

006

Admit that cigarettes cause cancer and other diseases. Curtail the advertising of cigarettes and cut back on their aggressive third world sales practices. Help fund a smoking prevention program for youth.

062

I don't know anything about it. Perhaps they should give more information about their company. They don't advertise. I've never seen a Philip Morris commercial.

163

Because there are so many people complaining about cigarettes and secondhand smoke they would have to shift gears with a mighty approach. Produce a safer cigarette or alternative.

071

They need to see how they can continue to make a profit and keep these people with their jobs.

079

Do more community things.

083

Make people more aware of the other companies they own.

093

There's nothing I can think of. They've done pretty well.

008

If Philip Morris wants to improve their ratings they must advertise who they are. Everybody knows the Oscar Meyer song, but they don't know that it belongs to Philip Morris.

090

Sell off some companies. I think they're too big. Between them and Proctor and Gamble it's 60 percent of your groceries. I don't think it's fair to the little guy.

010

Let it be known that they also own other companies that manufacture other products.

043

Make more advertisements for recycling.

080

Put their name in the advertisements of their other companies. Let people know what they're responsible for.

059

They don't care that they're losing their cigarette business. They don't have a rebuttal to the fact that people are trying to shut them down.

041

They should be honest. There will always be addicted people around to make money off of. They should try to get away from tobacco products. They make enough money. Tell me the truth. If it is dangerous, why not admit it.

048

Be more honest and get rid of the statement that "smoking is not hazardous to your health."

084

Maybe they're doing the right thing by keeping the Philip Morris name separate from their other companies.

061

Don't advertise so heavily. It's one thing to make them and put them on the shelf. Do less advertising of its tobacco products.

092

Find a cure for cancer, emphysema, and all the other diseases they're causing. They should raise the price of a pack of cigarettes to \$16.00 and put the extra money into cancer research.

015

Have a better advertising campaign which tells about the subsidiaries of their company. They're not just in the tobacco business.

055

Be a little more responsible in terms of their product. Use tobacco for bio-technology and don't be afraid of losing revenues. Use tobacco to make pharmaceuticals.

131

Let people know they are not just a cigarette company. Show that Kraft is a division of Philip Morris. Donate to charities. Consider a name change to clean up their name.

024

Advertise more and let people know that they have these companies.

154

Take out the products that are bad for your body and promote bad health. It depicts greed. You take money from people whether the product is good for them or not.

009

Unfortunately, it wouldn't change my rating. They must limit their sales to those who can maturely make a choice. Pay for cancer research.

PHILIP MORRIS - IMPROVING ITS IMAGE

Question 1.7: If you worked for Philip Morris and wanted to improve the company's image with people like yourself, what would you do?

014

Switch to making stockings! Close it down. Silly question. No positive thing about cigarettes.

Turn tobacco fields into low income housing. Get profits from their other companies.

003

I'd give more people information of what else they own and how big they really are.

024

I'd advertise. I'd let them know about it, and give them some coupons to try the products.

008

Commercials that tell about their products. Bill Boards, picture image, logo, and come up with something like the bologna song.

010

Suggest they advertise their ownerships of other companies, and let it be known cigarettes were not only product of company.

022

Have discussion groups in schools to talk about tobacco and its long term affect. Actually, I couldn't work for Philip Morris knowing what I do about cigarettes causing cancer.

015

Better advertising campaign to make people aware that these subsidiaries are part of Philip Morris.

006

I would try to get the company to get out of the tobacco business. I would also suggest modifying their beer advertising efforts.

001

Give up tobacco thing. Show that you make food products healthier and safer. Can find things you can eat. Somebody has to start somewhere. Advertise the fact that cutting out things hazardous, and show that they do care. Eventually will get customers back if don't charge crazy prices. How can balance if make cigarettes and can kill, and grow food to keep alive?!

025

Somehow help people become more health conscious about cigarettes, don't know any good points about cigarette or smoking, maybe a low nicotine cigarette impossible, but make people more knowledgeable.

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026

Maybe to be Kraft Philip Morris, maybe a new name and a total education of America. Oscar Meyer and Kraft are spending time and resource to do the right thing.

017

Have a more African American commercial look, more family sitting with their products, family breakfast setting, family dinner setting like Bell telephone, "reach out and track someone" and get closer to the people.

030

End Philip Morris Company and invest in the other companies.

027

I wouldn't work for them! Maybe if I did, I would be honest and just give people the facts as they are, not as they want them to be.

005

Start a campaign on letting them know what we do. Scholarship fund, health clinic started for people, start a youth recreation center, reach out to the community, and get other businesses or companies involved in helping.

029

Nothing, they've got great management. They don't need to shine their shield.

002

Have to divest themselves of cigarette and cigarette manufacture, that's it. Only thing that will do it.

018

Try to make the public become more aware of other sides of Philip Morris.

028

Connect themselves with their other companies. Show their whole image. Show they also make good products.

098

I buy a lot of Kraft's products, it has a name I'm familiar with. I've never heard anything negative about them or their product.

021

Get more community involvement. They all have the resources.

031

There isn't that much you could do to improve it, it's a well-established company.

012

Agree second hand smoking is not good. Support smoking and not smoking in sections of buildings.

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019

They have all submitted resignations and then want those interested to reapply telling me why I should rehire. They tell me what I need that they can satisfy. I give footnote and let them know they're only worth to me what it costs to replace them. Not chapter II, Circulating Blood System, get things moving.

023

Take off cigarettes that are high in nicotine. I'd go right to a lower tar. That would prove their image for non-smokers who want them off the market completely.

007

It wouldn't work for the company in the first place. I don't like product.

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KRAFT RATINGS

Question 17a: Why did you change your rating of Kraft?

Question 17b: Why did you not change your rating of Kraft?

131

Doesn't make me feel better or worse that Kraft is owned by Philip Morris.

024

I don't really use Kraft, just the macaroni and cheese.

154

When I think of Kraft, think of Macaroni and cheese. I like it. Doesn't matter that owned by P.M. Products don't associate with Philip Morris. all change is overall picture of P.M., but not change rest. They'd stay same because all rated on their products. P.M. if look at overall, they are not concerned overall if good for you or not. Not like J & J who would slaughter if put out product not good for you.

014

I hold them blameless for their parent company. Best guess, have no voice in what Philip Morris does.

071

If they're connected with Philip Morris, they can get together with Philip Morris to come up with some type of solution, how to continue to make a profit and keep the factory and their jobs.

079

It's a know company, their name is everywhere, and I know people that work for Kraft. I pass it everyday.

083

Knowing that they're affiliated with someone doesn't change the way I feel about their products.

093

Because of who owns them doesn't really change my opinion in what products they produce or ways that they present themselves.

090

I still think it's a good company with a good product, so they're owned by Philip Morris. It doesn't say Philip Morris on the box.

010

Don't see what difference it makes. Didn't have any negatives about company other than

product it made, so I would not change my opinion of Kraft.

043

because they're their own company.

080

Because I use their mayonnaise, I buy their products, and have no problems with them, and Kraft has a good reputation.

022

Just knowing they are associated with tobacco, prejudiced against smoking, and long term effects of cancer.

059

The parent company is holding them, but that's all.

041

It's under the umbrella of a tobacco company. By association, I'm forced to trust the company less.

048

It's a food company that provides a good product at a reasonable price.

084

The person who owns it doesn't affect its products. Cheese is still good, milk is still good, and jellies are still good.

061

It's a quality food product.

092

Now I know the other people own them, so indirectly it helps them stay in business.

015

They're still as good as they are. They're still Kraft even though they're a subsidiary of Kraft.

055

No, only if they altered their products.
Their food products always go through refinements.

143

Because I still like products. I've tried other products, but don't think they are as good as Kraft.

148

Ten ratings of Kraft is what got P.M. up there. I consider Kraft to be one of the best companies, and not make difference if owned by P.M. That would not bring my opinion down.

157

Kraft still tops, because of my love of cheese. No matter purchased by someone else. As long as not change basic formula, I'm confident in product. Knowing owned doesn't diminish item any.

073

I have an impression of Kraft, that's just there. (at 7)

155

Like products a lot, but not favorite. I'd eat or buy them. Not really matter that owned by another company.

163

But why change it. Way first thought of them. Know owned by conglomerate, and so need to come up to speed. Let them get creative and see what come up with. Let's stem some creative thinking back there.

062

I don't associate Kraft with P.M., to my mind, there is no association. It's just one of the babies on the chain.

006

My sense of the company's values is tainted by the fact that they're owned by Philip Morris. I feel less confident that they have my best interest at heart.

152

Because of association with Philip Morris, to me there was a deception, because not on label. With all subsidiaries, hide some things that could be known. If put Philip Morris on label, then not deceive.

042

They're a subsidiary of P.M. By supporting Kraft, I support P.M.

044

Because they are part of P.M. They're just a part of a company that promotes smoking.

037

No, it's cheese, and I'm not buying cigarettes by buying cheese.

050

I already know that product, and it's still the same.

036

I can't think of it, I don't know.

088

It has something backing it up now.

082

I don't know them besides their products.

052

If I like the products, I'll use them and stay with them no matter who bugs them.

058

Kraft is a product that is considered a food item, it's not unhealthy.

049

Because they are associated with Philip Morris which is a brand I am associated with.

141

Thought they have a good product, and don't see any reason to change it right now.

045

I like Kraft.

146

Because even though owned by Philip Morris, not anything like them in image of marketing.

047

it makes me distrust all of their other companies. They can't help their parents! They are somewhat on their own. I can't hold them 100 per cent responsible for their parents actions.

057

I would still use Kraft products and just not use Philip Morris.

124

Principal stock holder probably doesn't have that much to do with the running of Kraft.

097

It's still the same company.

025

Doesn't influence me, still give Kraft a ten. I don't hold any personal prejudices against Philip Morris because they make cigarettes.

053

I haven't seen any evidence of Kraft being deceptive.

081

Knowing that they're owned by Philip Morris, knowing that with Philip Morris management behind them, they'll do ok.

026

Because a parent is rotten, the kids can be good. You can't judge a child by its parents.

038

I don't associate Kraft with Philip Morris. I think that it's its own company.

If they changed their name to Philip Morris, yes. It would change my opinion, because I do relate Philip Morris with Kraft.

035

It still is the same company.

039

It's still separate, they advertise separately.

017

Because of their product change, they went down when they were brought out, and they weren't as good. they've gone back up, now, but they shouldn't have changed their product. It was the macaroni and cheese. It wasn't as cheesy for a while. It's back now, but they never should have changed it in the first place.

040

They're still a good company.

030

Not like them associated with Philip Morris. Will buy other products from other companies.

027

No they have their own products. But, it does worry me if Philip Morris has too much say in what Kraft does. Maybe the dishonesty of Philip Morris will sift down into the other companies.

161

Come from 60's generation activist. Disappointed that Kraft bought out by Philip Morris. Like sold out to scum of drag. Maybe found out if read WSJ, but do not advertise fact, hide it, I guess. Sickening really. If they advertise Philip Morris, then sales go whompy job, off quitter, off scale, and really lose sales.

085

As for as them and food, I still like their products. As far as apples to oranges, I'm not going to merge the two together.

118

Don't think Kraft should have to suffer for sins of the parent. Don't feel guilt by association. Not logical, but there it is. Think of them as separate entities. At this point, I don't feel a sense of urgency to boycott Kraft even though that may be a more ethical position.

091

It's a good company, a good product, and Philip Morris didn't screw them up yet.

078

They're still good and their products are good, and their buy-out was for economics.

029

It doesn't matter who owns it.

096

Kraft put up a big struggle to not be taken over by Philip Morris.

077

When I look at Kraft, I just see Kraft.

109

Don't like them being owned by Philip Morris, disappointed such a quality company sold out to Philip Morris.

156

Still like it. Doesn't make a difference. Don't know Philip Morris in first place, so doesn't matter.

120

Kraft probably managed separately, has same good management.

128

Good products, don't deserve perfect score, no problem with Philip Morris owning Kraft.

107

Kraft one of my favorite lines of products. Use everything they make, good taste, good prices.

106

Think of them as an individual company. More socially responsible than Philip Morris. Kraft has an individual identity for Philip Morris.

089

Because that wouldn't boost them ethically anyway.

074

I didn't remember what I had rated it before, it wasn't a conscious thing.

087

If you've got something you love, the beer is fun, and the food is to sustain life. I've eaten more Kraft cheese, though, and I enjoy it.

018

I had them a high rating to start, no reasons to change.

063

I still see it as a separate entity.

The fact that Philip Morris stockholders own it doesn't change the Kraft product.

028

Product fuse / consume. My kids love Velveeta, high opinion of Kraft products.

111

It appears to be a good company. Have no negative perceptions of Kraft.

119

See them as individual and separate. Probably still run own management.

123

Because things are still company within self. Own management. Got brought out.

122

Long time product satisfaction. The purchase of Kraft by Philip Morris may not have been a choice of Kraft.

127

Familiar with corporations, subsidiaries. Most still work independently. Philip Morris had resources to buy them out.

108

Tend to not buy the brands they manufacture. Would think twice about buying Kraft products. Always thought Kraft a good company. Like Kraft products, but don't like contributing to Philip Morris success as a cigarette company.

112

Like Kraft products, good taste, won't stop buying Kraft.

046

I still think of the Kraft product as itself, and really don't associate it with the parent company.

060

It doesn't change Kraft.

075

Because they're owned by them (Philip Morris).

166

Well, they make specific line of products. I like, "I'm very satisfied with them." No, doesn't affect me knowing. The majorities of companies are clumped together if get down line anyway.

125

Because Philip Morris won't spend to improve Kraft products, they will probably reduce the quality to make more money.

121

Still like the products, and would use them. Choice of products.

072

Because I think Kraft is just as good as Philip Morris. I'm happy with the Kraft Company.

164

Cause I know them by commercials. Buy their food. Not really matter owned by someone else, because I know what it is.

076

They're unified with Philip Morris, and they're condoning what Philip Morris makes, more so now, that I know that Philip Morris is in charge. I thought it was the other way around.

113

Kraft was rated because of its quality, enjoyable product.

115

Consider Kraft to be distinct from the black eye of Philip Morris.

114

Kraft have own company, own products, and own management.

116

Feel they are branches, have own quality products, own manager, hope they don't mix money, but are separate.

095

I just don't care for their products that much. They have a lot of packaging.

126

Doesn't matter who is parent company, only judge by its own quality.

021

I already knew it was associated with Philip Morris.

160

The fact that associate with Philip Morris is irrelevant. As far as I know, that operation of Kraft is a separate thing.

165

Kraft is owned by Philip Morris. What is that to me. They could be owned by Snoopy, Red Baron. What would that be to me. Are Kraft's products influenced by being owned by Philip Morris, not by my knowledge. Perhaps part of agreement is Philip Morris. Won't make cheese, and Kraft won't make cigarettes.

129

Kit's interchangeable, image they project as still Kraft. That they still deliver the best.

094

Whatever Kraft is doing, they're doing a real good job, and they should keep up the good work. It's very surprising that Philip Morris has a part in that.

051

They are an individual. I can't change my answer based on the company that owns it. They project a quality high integrity image on their own.

031

Because it's affiliated with Philip Morris, and Philip Morris is a good company, and Kraft is a good product in itself.

153

High anyway, makes no difference owned by Philip Morris, doesn't bother me.

012

Kraft doesn't make dangerous product. Their products stand alone. Want to be fair to products.

117

Not give up good Kraft products.

130

Kraft is a brand synonymous with quality. I do not like their parent company. I boycott these products to get at Philip Morris. I'm not sure, but it will give me food for thought.

110

They make a good product. Just because the father is a drunkard, you don't hate the kid. Philip Morris is the drunkard and Kraft is the kid.

019

Why change if know about it.

086

That's the rating I think Kraft deserves.

023

Kraft is Kraft. Just because Philip Morris owns it doesn't make a difference. Kraft makes cheese and that's that.

142

I'm proud of them, good products, and knowing he owns them makes me feel good about him.

056

It's only a subsidiary, it's not their fault they were purchased by Philip Morris.

147

The association with Philip Morris pictures huge money maker's turning out products whether good or bad for you. I feel tobacco products are good for you.

158

They put out a good food product. Kraft seems to be involved with people. Coupons help older people if poorer. It shows a degree of concern for people in that way. They do put consistency out and good products. When I think about Kraft, think food, Miller think Beer, and Philip Morris thing tobacco.

168

I had no idea that cheese and butter, Kraft, was owned by Philip Morris. He has a lot under Philip Morris, he has all the businesses, and Kraft is one of his businesses.

144

I didn't find out anything new except association with Philip Morris. That did not raise or lower my opinion. Attitude of Kraft is based on personal and professional experience.

159

Because Kraft is still the same even though owned by another company. I was aware that a lot of companies were owned by larger company. In order for larger company to be successful, they need to have a lot of areas for them to be into. It has a wider range of products and can reach more people.

167

Rate one points lower because subsidiary report to Philip Morris for what they do would have say in some of their products and procedures. They don't think of things by themselves so there is a change. If owned by someone else, then it's someone else's decision so feel resigned. Political battles.

007

I have a friend that works there, they're a real good company. They are their own separate company.

150

It doesn't make a difference. Right now no choice in who purchases company, Kraft had no choice. Most companies don't have the power to keep from being bought out or wanted money. If knew reason, I would have more of an opinion if voluntary or take over. I think too many companies owned by one. It's bad for competition, competition is better when have more.

020

Because associated with Philip Morris.

151

Like Kraft products and used for years. Quality is good and price is right for me. Makes no difference know Philip Morris has them. Regardless of who owns, look for good quality product and will buy regardless, unless too high to buy them.

145

The fact Philip Morris has them is has not made a difference. The reason it is sold is Philip Morris is purely money. Generally money speaks louder than principles.

149

Strong enough company with own entity that I don't see the fact that it was bought by Philip Morris as a detriment. I think what is coming out is that Philip Morris should let connection be known, or keep hidden. I'm a little neutral. See two aspects. Negative aspect that cigarette company associates with other company. The positive is that if cigarette company not relying just on cigarettes it won't hurt them if cigarette business goes away. Difference if part of business goes away, rather than life blood goes away. Legislation would be less likely to be fought by Philip Morris if tobacco not main income source.

016

I know about it, it's good. They need to survive, so it won't make a difference if owned by Philip Morris.

011 (doesn't match other questions)

Stop selling tobacco.

013

Kraft has good rating no matter who owns it. I think Kraft as a single company, it's proved itself pretty much already.

162

Think one of the best companies that there is. They stand behind products and I like their products. Makes no difference at all that owned by Philip Morris.

009

Don't care for Kraft Cheese or taste myself. Buy others, like it, say it is a good product.

LEXICON FOR ATTRIBUTES - CONSEQUENCES - VALUES FOR PM

ATTRIBUTES

Reputable Brand/Company

Reputable brand name
Company has a good reputation
Established company/been around a long time
Good track record
It's been proven that they're successful
Respected company
Haven't heard anything bad about them
Reliable company
One of the top companies in the U.S.

Aware of Brand/Company

Aware of brand/product
Know the product
Heard about it
Well known company
Familiar to me
You have an idea of what you're getting into

Not Aware of Brand/Company

Not knowledgeable about company/product
I don't know much about it
Not familiar with it
Company is new/not established
People don't know about it
Don't invest in them
Haven't used the product/no experience with it
Never drank that brand of beer
Never smoked that brand of cigarette
I'm a non-smoker

Preference for Product/Company

Personal preference
I like the product
I use the product
Family preference
Peer preference

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I want to serve something people like
Brand preference
It's the brand of beer I drink
It's the brand of cigarette I smoke
Can tell the difference with other cigarettes
It tastes better than others
I invest in the company

Aversion to Product

Harsh/overbearing
Harsh cowboy type cigarette/"man's cigarette"
It's a brand I would not smoke
I don't like their cigarettes
"If it was the last brand on earth I'd give up smoking"

Provides Useful/Needed Products

Company produces useful products
Company produces needed products
Use products for various needs
Satisfy customers' needs

Provides Choice of Products

Serving individuals by providing choice of quality
Provide quality products that people want
Give us what we want
Company makes products I would want to buy
Appeal to different markets, not just one segment of the population

Good Quality Products

Company makes good products
I'm pleased with their product
Quality products
Quality contents and ingredients
Long-lasting/long shelf-life
It stores better
They don't burn as fast so I have more smoking time
Product is well made
Fresh products
Squeeze the pack of cigarettes and if it's soft, it's a fresh pack
Quality cheese products
More cheesy taste
Easy to eat
Good quality beer

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I've never had a bad Miller
Good quality cigarettes
Good blend of tobacco
Product is well made
Fresh products
Safe products/no recalls
Good quality control
Shows they care about what goes on in their factories

Poor Quality Products

Bad product
Don't put out good for
Macaroni is not real creamy
Products aren't fresh
Processed food
Poor quality beer
Found an object in the beer/food
Not crazy about their cheese
Don't like the taste of macaroni and cheese
Cheese dries out too fast
Produce unsafe products
Recalls
No warnings about defects
Poor Quality Control
Product is poorly made

Reliable Products/Company

Good experiences with the product
I enjoy it/am pleased with it
Never had a problem/never been disappointed
Consistently good/reliable product
It's dependable
Product hasn't changed over the years
Can rely on them/ know they won't go out of business
Does what it says it will do
Company stands behind their product
Product is backed by a warranty or guarantee
Company will replace a damaged/defective product

Unreliable Product/Company

I've had bad experiences with the product
I never enjoyed it
Doesn't do what it says it will do
Doesn't deliver/gives less than promised

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Company does not stand behind the product

Variety of Products/Styles

Provides various products
Provide enough choices/options
They are diversified
Variety of flavors
Wide selection of beers - regular, light, dry
Prefer menthol cigarettes
Menthol is cool/smooth/soothing
Don't like menthol cigarettes
Prefer filtered cigarettes
Prefer long cigarettes/100's

Low Price

Reasonably priced
Good products at the beat price
The best deal
Within my budget
Needs to be what I can afford
Think of bottom line before quality
Don't want to pay for packaging
I won't pay for brand names
If I can get something that tastes the same for less, I'll do it
Comparison shop
Look for sales and rebates
Use coupons
Look at price per unit (ounces, pounds)
Can't beat the macaroni and cheese at five for a dollar
Free samples
Give aways/gimmicks

High Price

Overpriced
Too expensive
You're paying for the label

Good Value for the Money

Willing to pay the price for better quality
Know I'm getting a good value even though I have to pay more

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Good Taste/Flavor

Tastes good
Tastes better than others
Good flavor
Tastes food with other food
I like beer with pizza
I like a cigarette after meals/with coffee
I like the taste of beer

I like draft beer
I like Miller Genuine Draft
It's a premium beer
Imports taste better
Doesn't leave an aftertaste
Not bitter
Smooth
Doesn't burn my throat
Easy to swallow
It has a zingy taste
It's not flat/stale
It has a good consistency
It's sweet
Clean/crisp taste

Poor Taste/Flavor

Dislike the taste
Doesn't taste as good as others
Sour taste
I don't like beer
I don't like that beer
Tastes ordinary
Strong/harsh flavor
the tobacco is too strong
Leaves an aftertaste
Bitter taste
Not smooth
Burns my throat
Not carbonated/flat
No tobacco taste
It's like smoking air

Light Taste/Product

Light taste
Tastes light water/watered down
Contains less alcohol

2025415963

Not harsh/overbearing
Mild flavor
I like light 100's
Not too strong
Little/no smoke
Not a heavy presence of smoke

Heavy/Strong/Rich Taste

Flavor is stout and heavy
Beer isn't watery
Want something with a kick
Prefer a strong cigarette
Want to feel it in my lungs
Heavy tobacco taste
Real smokey taste

Product is Good For Me

Check the ingredients
Low fat/cholesterol/sodium
Low in calories
No artificial flavors/preservatives/fillers
Look for natural/healthy/nutritional food
Try to cut back on sugar
Like light beer - less calories
Less filling
Low nicotine and tar
Product doesn't damage people's health
Product not as bad for me as other products
Doesn't make me sick

Product is Bad for Me

Not nutritious
Contains tar and nicotine
Nicotine produces chemicals
Nicotine is a drug
Hazardous to our health
Too filling
Drinking problems
Drunk driving is a serious problem
Must promote safe driving
Alcoholism
Must drink responsibly
Too many teenagers drinking

2025415964

Good/Positive Advertising

Their advertising reflects a good company
See their ads a lot/everywhere
Remember their ads
They depict multi-ethnic backgrounds
Appeal to Afro-Americans
They depict real life
Wholesome, family-oriented commercials
Their product is what they advertise it to be
Marlboro Man/cowboy on a horse
Appeals to men
Advertising does not target kids/teenagers
Commercials/billboards are put together well
Catchy slogans

Bad/Negative Advertising

False advertising/deceitful ads
Brainwash people into thinking they need the product
Don't reach the target group
Ads geared toward minorities
Ads geared toward one particular race/status
Ads geared toward children/teenagers
Media/advertising encourages drinking
Glamorizes it too much
Too much bad publicity

Financial Stability

Stable company
Financially successful
Know it will survive/continue to be around
There will always be a need for them
Good assets
Making a profit
I know their resources/what they have
No financial problems
Stock growth

Brand/Company Recommended by Others

A friend recommended it
Word of mouth
I check with someone who buys a lot of stock

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I use Merrill Lynch
I do what my financial planner recommends
I listen to my husband/he's my financial advisor
Rated in "Working Mother" as a family friend
Check the Better Business Bureau
No negative publicity

Competitive

Strive to survive
Demonstrates an active interest in being first
Capitalism
Free enterprise system

Innovative/New Products

Comes out with new brands/products
They create interest/noticeable
Do research and development
Test products
Improve products

Growth Oriented

Constantly changing
See cyclical movement
Aware that they have to move to stay in business
Steady progress

Company is Stagnant/Not Growing

Not competitive
Products stay the same/no improvement
Stale ideas
Cigarettes still make your breath stink and your fingers brown
Company doesn't grow
Slow to change
Don't do research and development
Don't think about the future
Should test products better

Contributes to the Community

Devote time and resources to the community
Sponsor community events

2025415966

Aids awareness/drug prevention
Devote Resources to the community - family
Provide child care for working moms/latch key program
Devote Resources to the community - arts
Give to museums
Devote Resources to the community - education
Provide scholarships/grants/education assistance
Give to school/universities
Devote Resources to the community - youth
Sponsor boys clubs/athletes/youth activities
Provide playground equipment
Devote Resources to the community - environment
Road improvement
Help upgrade the town
Bring people in to the community
Company is local
Local control for local needs

Does Not Contribute to the Community/Country

Company leaves the community/country
Fire our own and hire cheap labor in other countries
Inability of realizing the importance of giving back to the community
Should help the community more
Doesn't sponsor events
No scholarships offered
Doesn't put back into the community what it takes out
Does Not Contribute to the Economy
Doesn't pay their share of taxes

Contributes to the economy

Pays their share of taxes
They're a big chunk of our economy
They benefit the economy
Keeps our budget balanced
Keeps the economy flowing

Environmentally Concerned

Environmentally safe
Committed to the environment/want to save the environment
Want fresh air
Cans can be recycled
Aware of ecological packaging/biodegradable

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Not Environmentally Concerned

Factories cause pollution
Take away greenery and replace with concrete
Factories take up space
I don't want to live near a factory
Noise pollution
They dump their waste anywhere
Negligent on environmental matters
Ugly to look at
Chemicals pollute the air, water and soil
They feel they are above the law in regard to environmental matters
Causes crowding/more traffic

Cares About Employees/Fair

Treats employees well/fairly
Loyal to employees/Committed to employees
Develop good employee programs
Good salary/benefits
Health care/child care/maternity leave
Good insurance
Profit sharing/tax shelters/pensions/pay for further education
Opportunity for advancement
Equal Opportunity Employer
Ethnic diversity
More favorable toward minorities and women
Give employees authority to make decisions
Opportunity to present ideas/opinions
Good employee training program
Helps young people get a good start
Safe working conditions
Long term employees
Team players
Workers' take pride in their jobs

Does Not Care About employees/Unfair

Employees not treated well/unfairly
Passed up for a promotion
Too much "office politics"
Verbal abuse
Poor relationship between employees and management
Lay people off
Force people into early retirement
Poor salary/benefits
No advancement
No medical insurance/vacation pay

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No pension plan/no incentives
Not an Equal Opportunity Employer
Promotes global white supremacy
Discriminating practices
No employee involvement
Impersonal/lose touch with employees/forget about the little people
Poor training program
Unsafe working conditions
Poor quality employees
Inability to hire strong, positive, talented workforce
High employee turnover

Good Customer Service

Good service/no hassles
Personal interaction with customers
People oriented
Company educates consumer about the product
Keep customers aware/up to date

Bad Customer Service

No concern for customers
They don't care about customers
Not nice to me
Don't spend time with customers/no one on one
Think about the money before the consumer
Not committed to service

Ethical Company

Accepts responsibility for its products
Admit they have harmful/unhealthy products
First to come out with drinking and driving campaign
Warning labels on products
Ethical practices
Company is truthful/not deceitful
Honest with public/deals fairly with public
Company has a good philosophy
Wouldn't stay with a detrimental company
Wouldn't support a company that was morally wrong

Unethical Company

Doesn't accept responsibility for its products
Denial of health reports

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Don't look at their mistakes
Company is deceitful/not truthful
Don't divulge the facts
False labels on packages
Unethical practices
Work their way around the system
Bribes/payoffs/lying/cheating
Unscrupulous practices

Monopolistic

Company is powerful/has a lot of control
Has a lock on the market
They can set prices where they want them/control prices
Takes away free enterprise
They have a monopoly
Small businesses can't compete

Fits My Personal Investment Style

Short term investment
Don't want to tie my money up
Don't want to get in too deep
Long term investment
Fits my personal investment philosophy
Highest isn't always best
Consolidate my investments
Blue Chip stocks

Smoking - Negative

Smoking affects others
Secondhand smoke is harmful
Smokers are inconsiderate
Smokers portray a negative image

Cigarette Companies - Negative

Cigarettes companies market a harmful product
They play on people's addictions for profit
They are a useless organization
They lobby against the connection between smoking and cancer
They lobby against proper warning labels
They are federally subsidized

2025415970

Market Standing

Cost of stock/ price per share
See how its doing on the stock exchange
See how the market is doing overall

Product Attributes - Specific

Good smell/aroma
Don't smell as bad as other cigarettes
Bad smell/aroma
Makes your clothes/hair/breath smell
Temperature of product
I like my beer very cold
Darker color
Amber/golden color

Average Product

Nothing outstanding
Middle of the road

Good Packaging

I like the way its packaged
Nice appearance/presentation of the product
The label is cheap
Nice looking label/easy to read
The label gives a good description of what is inside
Offers easy access
Sturdy/sealed well/can tell if tampered with
Protects items inside
Recyclable
Nice store display

Poor Packaging

If the package is ugly you may not buy it
Dirty can
Excessive packaging/too many containers
I don't like bottles

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It's Available

Availability

You can buy it anywhere

Available to people of all economic backgrounds

I'm Addicted/Addictive

I can't kick the habit (although I've tried)

It's a bad habit

If the product was off the market we'd all have to quit

I'm addicted to nicotine, my body craves the substance

I use it as a crutch

People are Responsible for Their Own Smoking Habits

Whoever smokes, it's their own fault

Company is Diversified

So many products with their name

Don't put their eggs in one basket

Smart enough to realize the cigarette business is decline and they should diversify

Want Products to be American Made

Want to buy something made here

Willing to pay more if its made in America

Company Not Greedy/ Not Just Profit Oriented

Care about product, not just profit

Not just in business for financial gain

Money made is being used well

Greedy/Profit Oriented

Strictly in it for the money

A "who care what you do as long as you make money" attitude

Profit is more important than the good of society

Company is getting rich off the illnesses of it's clients

They'll sell anything for the right price

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Well Organized/Well Managed Company

Well organized
Well managed
Strict rules and regulations
Have a working plan

Company is Not Well Managed

Poor management
Too many bosses/supervisors
Don't listen, do it their own way

Big Company - Positive

It's nice to deal with a big company
Will try a product/brand if I know it came from a big company
Large scale overhead/large clientele
I like working for a big business
Big company has freedom/potential to do important things

Big Company - Negative

Too many departments
Poor internal communication
City becomes too dependent on the company
Too much bureaucracy/red tape
Too big to care
Too much power/control over politicians
Contribute to campaigns - can buy politicians

Small Company

Close/go out of business
Specialty companies disappear

Companies are Regulated by the Government

They do what they are required to do by law
Construction and design must be bonded
Have to adhere to the rules

Like Philip Morris Company

2025115973

They have a headquarters in Virginia

Don't Like Philip Morris Company

You need someone to hate and they are a good target
I don't find anything to admire in a cigarette corporation
They should be shut down
They are on the same level as people who sell crack and cocaine

Philip Morris Should Get Rid of Tobacco/Cigarettes

They should get rid of cigarettes
They shouldn't produce tobacco if they don't have to

Health Foods and Cigarettes are Not Compatible in the Same Company

They are merging health foods with cancer causing cigarettes
They advertise good health with Kraft but then won't admit that cigarettes cause cancer
They are opposites
One they give away cigarettes with macaroni and cheese they are going to far

Philip Morris' Association with Kraft

They own Kraft, but they are only half as good as them
They bought out Kraft
They should pump more money into Kraft

Company Sells Products to Third World Countries

Company Creates Jobs/Employment Opportunities

Employment opportunity
Keep a lot of people employed
Gives the community jobs

Need to try the Product

I try different brands
Taste the product to see if I like it
Compare with other brands

2025415974

Makes Cigarettes/Tobacco Companies

Manufactures cigarettes

Company Sells Products Worldwide

Distributed all over the world

International

Exports a lot

When you travel overseas, its nice to see companies you are familiar with

2025415975

CONSEQUENCES

Good Employer

Happy employees
Better employees, more dependable
Good place to work
Feel like a part of the company
Feel needed/others depend on me
Sense of ownership
Find a better job
Long term employment

Poor Employer

Unhappy employees
Poor place to work
Poor working conditions
Bad attitude/hard feelings
Low morale
Have to deal with sexism/racism/politics
Don't feel a part of the company
No sense of belonging by employees or community
High unemployment
Large turnover

Profitable/Growth

Profitable
Company grows and makes more
Increase sales
More business/more demand
Company will grow/expand
Can support other industries
Stocks will increase/more investors
Hire more people

Not Profitable/No Growth

No profits
Going bankrupt
Lose sales/business
No growth/expansion

Helps Others/Contributes

2025415976

Help others
Help the underprivileged
Participate in charities
Contribute to society
Show a sense of social responsibility
Set a good example
Help the country/economy
Keep the budget balanced/keep economy going
Keep money in America/keep America strong
Use my money to help those who need it
Try something back to the community
Don't like to see others suffer

Does Not Help Others/Contribute

Never heard of them helping with problems/earthquakes/floods/disasters
Not involved in the good of mankind
Invest in things that aren't socially responsible
Hurts country/economy
Take jobs away from Americans
America is losing ground in world status
Not number one leader in the world/not moral leader
Sets a bad example
Hurts people
Destroys people's lives

Have More Money

Good return on my investment
Make more money
Safe investment/not risky
My money is secure/stable
Won't lose money/won't go bankrupt
Higher wages/salary
More disposable income
Can buy more things/things that I want
Better retirement/old age
Can start my own company

Have Less Money

Lower wages
No pay increase/no raise
Less disposable income
It affects my pocketbook
No retirement plan/no pension
No savings for old age
Unsafe/Risky investment
Afraid I'll lose my money

2025415977

Can't start my own company
Can't get my business financed

Fills a Need/Addition

Satisfies my appetite/craving/urges
Taste buds are fulfilled
I look forward to it
Fulfills my need for a cigarette
Get the effect I want from the cigarette
Want a cigarette after I eat or drink something
Can go longer between smokes/don't need one cigarette after another/don't have to smoke all the way down to the filter
Wean me away from smoking/can't go cold turkey
Can stop smoking/do without cigarettes
If you can't afford them you have to do without
Makes you want to quit
Can't stop smoking/can't quit

Time to Relax

Makes me comfortable/relaxed
Take a break/takes me away from my daily chores
Take time out to have a cigarette
Smoking a cigarette allows me to think/contemplate

Happy/Enjoyable/Good Experience

Makes me feel happy
Less irritable/cranky
Enjoy it
Enjoy the social experience
Easier to socialize
Good/nice/pleasant experience
Helps me make my friends happy
Enjoy a beer and not get drunk/not regret it
No hangover
Brings back good times/good memories
Remember my youth
Good first impression

Unhappy/Not Enjoyable/Bad Experience

Makes me unhappy
Do not enjoy it
Do not want to experiment/do not want to try a wide variety

2025415978

Bad experience
Negative social experience
Smoke ruins your meal if your in a restaurant
Social pressure/not socially acceptable
Not enjoy the beer
Will get drunk
Bad first impression

Committed to Customers

Customer commitment
Repeat business/continue to buy it
Relate to the product/associate activities with the product
Care/concerned about customers
Values me and my needs
Good customer service
Do not make customers wait/handle think immediately

Not Committed to Customers

Lack of customer commitment
No customer loyalty
Lose customers/Will not buy it again
Not concerned/do not care about customers
Do not treat me with respect/insult me
Treats me as though I am unimportant
Poor customer service
Do not live up to service contract

Take Care of My Family

Provide for/support my family
Forgo cigarettes and beer to feed my family
Buy milk and bread
Buy healthy/nutritional food/teach them to eat right
Spend time with them
Start a family
Create a pleasant family atmosphere
Child care

Can't Take Care of Family

Don't have enough money to pay the bills or get what my family needs
Scared that I won't be able to provide for my family
Won't be around to take care of my children
Fear I'll lose my only child

2025415979

Causes broken homes

Care About Health

Care about what I put into my body/what I eat

Eat right

Try to keep in good health/physically fit

Won't harm my body/won't make me sick

I'll eat it

It helps you eat or drink it if you like the taste

Lose weight/keep from gaining weight

Make my appearance better

Won't eat it if the doctor says it is bad for me

Don't Care About Health

I know it's detrimental to my health

Damages your health

Makes me sick

Save Money/On Budget

Do not waste money

Cost effective

Save money

Stay within budget

Make money last as long as possible/money goes farther

Fits in my budget

Don't Save Money/Not on Budget

Waste money

Have to forgo the budget sometimes

I have to pay more

Confidence/Faith/Trust

Confident in product/company

Know it is going to work

Faith/Trust in the company

Can depend on it

Know what to expect

Can sleep at night

Pride in company/product

Get good/best results

2025415980

No Confidence/Faith/Trust

Lack of confidence in the product/company
Leery
Lose faith/trust in them
Not dependable/can't depend on it
Constantly having problems
Can't sleep at night
Company lied/concealed the truth
Public not informed about risks of smoking
They don't even use their own products
High members of the company don't smoke
Lack of respect for tobacco companies
Lose pride in company/product

Good Quality of Life

Safe/healthy/clean environment
Better place to live/better community
Lower crime rate/violence
Keep people off the streets
Better quality of life
Makes life enjoyable
Makes life easier

Poor Quality of Life

Unsafe environment
pollute and destroy habitat/contaminate air
Increase crime/violence
Lower quality of life
Interferes with my life
Makes life less enjoyable/less comfortable
Makes life harder

Smoking is Bad/Kills People

Kids get hooked on cigarettes
Cigarettes are hazardous to your health
Pregnant women who smoke risk the health of their babies
Can't breathe/cough/watery eyes/scars lungs
Smoking causes cancer
Second hand smoke is dangerous/causes cancer
Smoking kills people

2025415981

I know someone who died from smoking (spouse/relative/friend)

More Time

Save time
Not waste time
Have to go to the store less often
Have time to do other things
Can do what I want to do
More convenient/less hassles

Less Time

Waste time
Not worth my time
I have better things to do
No time to do other things
Can't do what I want to do

Wise Decision

Made a good selection/good choice
Made the right/wise decision
Pleased with my decision
Things turned out as I wanted/expected them to
Did my homework
Smart shopper
Not cheated/not taken advantage of/no ripped off

Poor Decision

Bad decision/choice
Have regrets/shouldn't have bought it
Feel cheated/taken advantage of/ripped off
Paid through the nose

Good Company Image

Improve/maintain good image
More respect for the company
More reliable/admirable company

Poor Company Image

2025115982

Negative feeling about the company and what it stand for
I don't think it is right to promote smoking

Good/Consistent Quality

Quality product
Know you are getting a good product/best product
Know there is quality control

Poor/Inconsistent Quality

Poor quality
Product is not as good
Throw it away

Satisfies My Needs

Feeling of satisfaction
Gives me want I need/want
Quenches my thirst/hits the spot
Refreshing
Happy I made the purchase

Does Not Satisfy My Needs

Does not y me
Does not meet my needs/wants
Does not satisfy my craving

Good Value

Good value for the money
Getting my money's worth (even if I have to pay more)
Get a bargain/get more than you expected

Poor Value

Not get money's worth
Lose money

Gives Me a Choice

Gives me options/choices
The more choices available the better

2025415983

Can decide what I want

Have Less Choices

Less choices
You are limited

More Productive

I do a good job/quality work
I made an effort
I did the right thing
Do better in school/sports
I'm dependable/useful
More productive
Able to get things done
I'm motivated/have a sense of purpose
Gives me initiative to do better
Sense of balance
Revitalizes and invigorates me
More active/more energy
Use my mind more
Concentrate better/not easily distracted
More receptive to what is going on around me/more aware
Cigarette breaks waste time/less work gets done because of breaks

Less Productive

Work isn't done
Work flow is not smooth
I don't do a good job
Lack energy
I'm not dependable
No motivation to do a better job
No purpose in life
Takes away the incentive to work
Less mentally alert/dulled senses

Triggers Good/Positive Emotions

I'm successful
I've met my goals
More confident
Want recognition for who I am/what I've done
Feel appreciated/recognized

2025415984

I'm more knowledgeable/well rounded
I have a clear conscience/not guilty

Triggers Bad/Negative Emotions

I'm unsuccessful/feel defeated
Can't accomplish my goals
Not confident
Not comfortable/relaxed
Feel guilty/conscience isn't clear
Not knowledgeable/not well rounded
Need more information
Don't know what the long term effects are
No recognition/not appreciated
Don't feel safe/secure

Feel Better/Good Feeling

Makes me feel good/better

Feel Bad/Sad

Makes me feel bad/sad
Gives you an empty feeling

Angry/Mad/Upset

Makes me angry/mad/upset
Annoys/bothers/irritates me

Good Personal Relationships

More people to interact with
Good to have friends and relatives you are close with
Builds rapport
Keep family together
Good family ties

Poor Personal Relationships

Husband left me
My wife won't like it
Causes child abuse

2025415985

Conforms To My Religious Teaching

It is what I believe in

No Worry/Less Stress/Less Frustration

Don't have to worry
Less stress/anxiety
Calm/less irritable

Worry/Stress/Frustration

Frustrated
Causes strain and tension
Stress
Causes confusion

Safe

Feel safe
Can walk down the street without getting shot
Product is safe to use
Will not get hurt

Take Care of Myself/Reward Me

Take care of myself
Reward myself (for working hard)

My Rights are in Jeopardy

Smokers infringe on my rights
Might have to get up certain rights
You get less of a fair shake on laws and price control

Positive Social Image

Gives me a positive image]
Only do it because everyone else is doing it

2025415986

Respondent Name _____ City _____
Time Started _____ Time Ended _____
Interviewer _____ Date _____

SCREENING/QUOTA INFORMATION

LOCATION:

1. New Jersey
2. Atlanta
3. Chicago
4. Dallas
5. Alameda

GENDER:

1. Male
2. Female

AGE:

1. 21 - 30
2. 31 - 50
3. 51 - 70

RACE/ETHNICITY:

1. Caucasian
2. African American
3. Hispanic

INCOME:

1. Less than \$25,000
2. \$25,000 - \$49,999
3. \$50,000 +

QUOTA GROUP:

1. Opinion Leader
2. Primary Shopper
3. Non-Primary Shopper
4. Beer Drinker
5. Non-Beer Drinker
6. Smoker
7. Former Smoker
8. Non-Smoker
9. Investor
10. Non-Investor
11. Non-charitable
12. Charitable

2025415987

INTRODUCTION/BACKGROUND

I'd like to thank you for coming here today.

The purpose of this interview is to learn more about and better understand the attitudes of people like yourself regarding various consumer products and the images of the companies that make them. I'm interested in understanding what, in your opinion, makes a company good or admirable. My questions are fairly general in nature, so don't be worried that you won't be able to answer the questions intelligently. My primary interest is in learning more about your priorities and understanding them more completely.

Please be as candid as possible. There are no right or wrong answers to any of the questions I will ask you.

Because the goal of this research is to fully understand your attitudes and perceptions, there may be times during this interview when my questions seem repetitive or would appear to have obvious answers. If so, I ask that you bear with me...I must ask these questions to make sure that I correctly understand your point of view and am not making any assumptions that may or may not be incorrect or inaccurate.

Our discussion today is completely confidential, as is your identity as a participant in this study. I'd like your permission to tape record this interview. If at any time during the interview you wish to say something "off the record", I will be happy to turn off the recorder.

If you have any questions during the interview, please feel free to ask me. Do you have any questions now, before we begin.

2025415988

MODULE B: ADMINISTER TO ALL RESPONDENTS

I'd like to spend the rest of our time together talking about the images or perceptions you have of some major corporations. Again, there are no right or wrong answers, I'm just interested in what your general impressions are of these companies.

1. I'd like to understand your attitudes towards big business IN GENERAL. What are the **POSITIVE** things that set big business apart.

RANK	POSITIVE ATTRIBUTES
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

2. Please rank these positive attributes in order of their importance to you.

2025415989

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Source: <https://www.industrydocuments.ucsf.edu/docs/qqbl0000>

4. Overall, what are the **NEGATIVE** things that set big business apart? What are the negative aspects of big business.

RANK	NEGATIVE ATTRIBUTES
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

5. Please rank these negative aspects in order of their importance to you.

2025115991

Resp. _____
Page 4

Page 4

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

2025415992

6. Now I'd like to focus specifically on consumer products companies. You've already told me a lot about different characteristics of a big company. I'd like you to take the cards in this pile and consider ways that some of the companies are more like each other. Please put them in groups by characteristics, or things that they have in common.

After you have finished, I'll ask you to explain the reason why you have grouped the companies by telling me ways companies in one group are alike and different from those in other groups.

[DO NOT ALLOW RESPONDENTS TO GROUP COMPANIES ACCORDING TO PRODUCTS]

6A. FIRST GROUP

In what way are these companies the same and different from those in other groups?

2025115993

6B. SECOND GROUP

In what way are these companies the same and different from those in other groups?

6C. THIRD GROUP

In what way are these companies the same and different from those in other groups?

2025415994

6D. FOURTH GROUP

In what way are these companies the same and different from those in other groups?

6E. FIFTH GROUP

In what way are these companies the same and different from those in other groups?

2025415995

- 7.. I'm interested in how you feel towards some of these companies. I just want your overall impression - you don't have to know a lot about the company to rate it. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression. You may use any number in between to describe how you feel.

Overall, based on everything you know or may have heard how would you rate

(Name of Company)

<u>COMPANY</u>	<u>RATING</u>
A. Anheuser Busch	_____
B. General Foods	_____
C. PepsiCo	_____
D. Kraft	_____
E. RJR Nabisco	_____
F. Miller Brewing	_____
G. Philip Morris	_____
H. H.J. Heinz	_____
I. Procter & Gamble	_____
J. Lever Brothers	_____
K. Johnson & Johnson	_____

2025415996

ASK NEXT SET OF QUESTIONS FOR HIGHEST RATED COMPANY AND PHILIP MORRIS. IF
PM IS HIGHEST RATED - ASK FOR NEXT HIGHEST RATED COMPANY.

IF MORE THAN ONE COMPANY RATED HIGHEST - MAKE RESPONDENT CHOOSE ONE.

8. Looking back at your ratings, you gave _____ a rating of
_____ on the 10 point scale. Please explain the reasons why you rated
_____ a _____?

RANK

REASONS FOR RATING

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

9. Please rank these REASONS in order of their importance to you.

2025115997

[illegible]

2025415998

10. If someone asked you to describe Philip Morris, how would you describe them. What do they do or make?

11. Looking back at your ratings, you gave PHILIP MORRIS a rating of _____ on the 10 point scale. Please explain the POSITIVE reasons why you rated PHILIP MORRIS a _____?

RANK

POSITIVE REASONS FOR RATING

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

12. Please rank these REASONS in order of their importance to you.

2025415999

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

13. Please explain the **NEGATIVE** reasons why you rated PHILIP MORRIS a _____?

RANK

NEGATIVE REASONS FOR RATING

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

14. Please rank these **REASONS** in order of their importance to you.

2025416001

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15. Philip Morris companies include Kraft, General Foods, Oscar Meyer, Miller Beers, Entemans, Louis Rich and several other food companies. Knowing that, how would you now rate Philip Morris on the 10 point scale where 1 means you have an unfavorable impression and 10 means you have a favorable impression of the company? And what about Kraft, how would you now rate them?

RATING

PHILIP MORRIS _____

KRAFT _____

- 15A. Why **DID YOU** change your rating of Philip Morris?
15B. Why **DID YOU NOT** change your rating of Philip Morris?

2025416003

16. In your opinion, what would Philip Morris need to do to improve their rating? **[PROBE FOR RESPONSES OTHER THAN "NOT SELL CIGARETTES"]**

17A. Why **DID YOU** change your rating of Kraft?

17B. Why **DID YOU NOT** change your rating of Kraft?

2025416004

18. When I say the words "GREAT COMPANY", what does that mean to you? What makes a GREAT COMPANY?

2025416005

19. When I say the words "GREAT COMPANY", what is the company that first comes to mind?

- 19B. What other companies come to mind?

20. In your opinion, what prevents a company from being a great company.

2025416006

21. Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

<u>CHARACTERISTIC</u>	<u>RANK</u>
Giving employees the authority to make decisions	_____
Serving individuals by providing choice of quality products they want	_____
Creating new products	_____
Doing research and development to develop new products	_____
Devoting resources to benefit the communities in which they are located	_____
Selling their products worldwide	_____

22. How would you define **[MOST IMPORTANT CHARACTERISTIC]**? When you hear the phrase **[MOST IMPORTANT CHARACTERISTIC]**, what does it mean to you?

2025416007

Why is that characteristic important for a great company

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There is no text or other markings on the paper.

2025416008

Page 21

- [illegible]

2025116009

MODULE A: PRIMARY AND NON-PRIMARY SHOPPER QUOTA GROUP

SECTION 1: IMPORTANT CHARACTERISTICS OF CONSUMER PRODUCTS

First, I'd like you to focus on consumer products in general. By consumer products, I mean those products, foods and beverages that you might normally buy in a supermarket.

1. If you were shopping in a supermarket and were trying to decide between two different brands of the same item, what factors would go into your decision to purchase one item over the other.

RANK	DECISION FACTORS
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

2. Please rank these factors in order of their importance to you.

2025116010

3. How do you define **[FACTOR]**? When you say **[FACTOR]**, what do you mean?

4. How do you determine whether a specific consumer product, food or beverage meets your expectations in terms of **[FACTOR]**?

2025416011

You said was the most important factor in your decision to purchase one brand of products, food or beverages over another why this is something you feel is important to consider.

[illegible]

2025416012

5. You ranked _____ as the next most important in your decision to purchase one brand over another. How do you define **[FACTOR]**? When you say **[FACTOR]**, what do you mean?

6. How do you determine whether a specific consumer product, food or beverage meets your expectations in terms of **[FACTOR]**?

2025416013

Why is this important to you?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

2025116014

SECTION 2: CONSUMER PRODUCTS COMPANIES AWARENESS AND PERCEPTIONS

7. Now I would like you to think about the different companies that make some of your favorite foods and beverages. Just off the top of your head, what are some of the companies that make your favorite foods? What about your favorite beverages?

[IF POSSIBLE; TRY TO GET RESPONDENT TO IDENTIFY NAME OF COMPANY AS OPPOSED TO NAME OF A SPECIFIC BRAND - FOR EXAMPLE IF RESPONDENT SAYS "VELVEETA" ASK "AND CAN YOU TELL ME THE NAME OF THE COMPANY THAT MAKES VELVEETA"]

FOOD

BRAND COMPANY

A. _____
B. _____
C. _____
D. _____
E. _____
F. _____
G. _____
H. _____

BEVERAGES

BRAND COMPANY

A. _____
B. _____
C. _____
D. _____
E. _____
F. _____
G. _____
H. _____

2025416015

8. Now, I'm going to read you a the names of some different companies that make and sell food and beverages. I'd like you to tell me if you are familiar with the company or not.

=====

FOR THOSE COMPANIES RESPONDENT IS AWARE OF IN Q8

=====

9. I'm interested in how you feel toward some of these companies. I just want your overall impression - you don't have to know a lot about the company to rate it. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression. You may use any number in between to describe how you feel.

Overall, based on everything you know or may have heard how would you rate
_____(Name of Company).... (OTHER COMPANIES)

	Q9 AWARE	Q9 NOT AWARE	Q10 RATING
A. CONAGRA	1	2	
B. SARA LEE	1	2	
C. RALSTON-PURINA	1	2	
D. KRAFT	1	2	
E. BORDEN	1	2	
F. GENERAL MILLS	1	2	
G. H.J. HEINZ	1	2	
H. CAMPBELL SOUP	1	2	
I. GENERAL FOODS	1	2	

2025416016

=====

ASK Q10 - 12 ONLY IF RESPONDENT WAS ABLE TO RATE KRAFT

=====

10. Looking back at your ratings, you gave Kraft a rating of _____ on the 10 point scale. Please explain to me some of the reasons why you rated Kraft a _____?

RANK	REASONS FOR RATING
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

11. Please rank these factors in order of their importance to your overall feelings toward Kraft?

=====

IF FACTOR HAS NOT BEEN DEFINED IN PREVIOUS SECTIONS ASK Q12 AND LADDER #3

IF FACTOR HAS BEEN DEFINED - GO TO SECOND RANKED AND ASK Q12 AND LADDER #3

=====

12. How do you define [FACTOR]? When you say [FACTOR] what do you mean?

2025116017

LADDER #3: MOST IMPORTANT REASONS FOR RATINGS (KRAFT)

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper appears to be a standard notebook page, possibly from a composition book. The edges of the paper are slightly irregular, suggesting it might be a scan of a physical document. There is no handwriting or other markings on the page.

2025416018

MODULE A: INVESTOR QUOTA

SECTION 1: IMPORTANT CHARACTERISTICS OF PUBLIC COMPANIES

When we recruited you, you mentioned that you invest in stocks in individual companies.

1. When you are making a decision whether or not to invest in a particular company, what characteristics would you look for in that company? What factors would you consider in determining if the company would be a good investment?

RANK	DECISION FACTORS
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

2. Please rank these factors in order of their importance in your making a decision to purchase stock in a company.

2025416019

3. How do you define **[FACTOR]**? When you say **[FACTOR]**, what do you mean?

4. How do you determine whether a specific company meets your expectations in terms of **[FACTOR]**?

2025416020

Thinking back to **[RESPONSE TO Q2]**, which you said was the most important factor in your decision to buy stock in a company, I'd like you to tell me why this is something you feel it is important to consider.

[illegible]

5. Thinking back to **[RESPONSE FROM Q2]** which you ranked next most important in your decision to purchase stock, how do you define **[FACTOR]**? When you say **[FACTOR]**, what do you mean?

6. How do you determine whether a specific company meets your expectations in terms of **[FACTOR]**?

2025416022

Why is this important to you?

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202516023

MODULE A: SMOKER QUOTA

SECTION 1: IMPORTANT CHARACTERISTICS OF CIGARETTES

When we recruited you, you indicated that you currently smoke. My first set of questions focus on cigarettes in general.

- A. What brand of cigarettes do you currently smoke?

1. When you buy cigarettes, what factors go into your decision to purchase one brand of cigarettes over another.

RANK	DECISION FACTORS
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

2. Please rank these factors in order of their importance.

2025416024

3. How do you define **[FACTOR]**? When you say **[FACTOR]**, what do you mean?

4. How do you determine whether a specific brand of cigarettes meets your expectations in terms of **[FACTOR]**?

2025116025

Thinking back to **[RESPONSE TO Q2]**, which you said was the most important factor in your decision to purchase one brand of cigarettes over another, I'd like you to tell me why this is something you feel it is important to consider.

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2025416026

5. Thinking back to **[RESPONSE FROM Q2]** which you ranked next most important in your decision to purchase a certain brand cigarette, how do you define **[FACTOR]**? When you say **[FACTOR]**, what do you mean?

6. How do you determine whether a specific cigarette meets your expectations in terms of **[FACTOR]**?

2025416027

Why is this important to you?

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2025416028

SECTION 2: CIGARETTE BRANDS AWARENESS AND PERCEPTIONS

7. Now I would like you to think about the different brands of cigarettes and the companies that make different brands of cigarettes. Just off the top of your head, what are some of the brands of cigarettes that you are most familiar with?

- A. _____
B. _____
C. _____
D. _____
E. _____
F. _____
G. _____
H. _____
I. _____
J. _____
K. _____
L. _____

2025416029

8. Now, I'm going to read you the names of some different brands of cigarettes. I'd like you to tell me if you are familiar with the brand.

=====

FOR THOSE BRANDS RESPONDENT IS AWARE OF IN Q8

=====

9. I'm interested in how you feel about some of these different brands of cigarettes. I just want your overall impression - it doesn't matter if you have never smoked the particular brand. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression. You may use any number in between to describe how you feel.

Overall, based on everything you know or may have heard how would you rate
_____ (Name of Brand) ... (OTHER COMPANIES)

	Q8 AWARE	Q8 NOT AWARE	Q9 RATING
A. CAMEL	1	2	
B. MARLBORO	1	2	
C. WINSTONS	1	2	
D. DUNHILL	1	2	
E. KOOL	1	2	
F. VIRGINIA SLIMS	1	2	
G. SALEM	1	2	
F. BENSON & HEDGES	1	2	

2025416030

=====

ASK Q10 - 12 ONLY IF RESPONDENT WAS ABLE TO RATE MARLBORO

=====

10. Looking back at your ratings, you gave MARLBORO a rating of _____ on the 10 point scale. Can you explain to me some of the reasons why you rated MARLBORO a _____?

RANK	REASON FOR RATINGS
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

11. Please rank these reasons in order of their importance.

2025416031

=====

IF FACTOR HAS NOT BEEN DEFINED IN PREVIOUS SECTIONS ASK Q12 AND LADDER #3
IF FACTOR HAS BEEN DEFINED GO TO NEXT RANKED AND ASK Q12 AND LADDER

=====

12. How do you define [FACTOR]? When you say [FACTOR] what do you mean?

2025416032

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MODULE A: BEER DRINKERS QUOTA

SECTION 1: IMPORTANT CHARACTERISTICS OF BEER

When we recruited you you mentioned that you occasionally drink beer. First, I'd like to focus on beer and the companies that make beer.

A. What brand of beer do you normally drink?

1. If you were shopping for beer and were trying to decide between two different brands, what factors would go into your decision to purchase one brand over the other.

RANK	DECISION FACTORS
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

2. Please rank these reasons in order of their importance.

2025416034

3. How do you define [FACTOR]? When you say [FACTOR], what do you mean?

4. How do you determine whether a specific brand of beer meets your expectations in terms of [FACTOR]?

2025116035

Thinking back to [RESPONSE TO Q2], which you said was the most important factor in your decision to purchase one brand of beer over another, I'd like you to tell me why this is something you feel it is important to consider.

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2025416036

5. Thinking back to **[RESPONSE FROM Q2]** which you ranked next most important in your decision to purchase a beer, how do you define **[FACTOR]**? When you say **[FACTOR]**, what do you mean?

6. How do you determine whether a specific brand of beer meets your expectations in terms of **[FACTOR]**?

2025116037

Resp. _____
Page 5

Why is this important to you?

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202516038

SECTION 2: BEER COMPANIES AWARENESS AND PERCEPTIONS

7. Now I would like you to think about the different companies that make different brands of beer. Just off the top of your head, what are some of the companies that make your favorite beers?

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____
- K. _____
- L. _____

2025116039

8. Now, I'm going to read you a the names of some different companies that make and sell beer. I'd like you to tell me if you are familiar with the company or not.

=====

FOR THOSE COMPANIES RESPONDENT IS AWARE OF IN Q8

=====

9. I'm interested in how you feel toward some of these companies. I just want your overall impression - you don't have to know a lot about the company to rate it. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression. You may use any number in between to describe how you feel.

Overall, based on everything you know or may have heard how would you rate
_____(Name of Company).... (OTHER COMPANIES)

	Q8 AWARE	Q8 NOT AWARE	Q9 RATING
A. ADOLPH COORS	1	2	
B. ANHEUSER-BUSCH	1	2	
C. HEILEMAN	1	2	
D. STROH'S	1	2	
E. HEINEKEN	1	2	
F. KIRIN	1	2	
C. MILLER BREWING	1	2	

2025416040

=====

ASK Q10 - 12 ONLY IF RESPONDENT WAS ABLE TO RATE MILLER BREWING

=====

10. Looking back at your ratings, you gave MILLER BREWING a rating of _____ on the 10 point scale. Can you explain to me some of the reasons why you rated MILLER BREWING a _____?

RANK	REASONS FOR RATINGS
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

11. Please rank these reasons in order of their importance.

2025416041

=====

IF FACTOR HAS NOT BEEN DEFINED IN PREVIOUS SECTIONS ASK Q12 AND LADDER #3

=====

12. How do you define [FACTOR]? When you say [FACTOR] what do you mean?

2025416042

Resp. _____
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Page 10

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